

Governor's Council on Impaired & Dangerous Driving

2001 Annual Report

TURNING THE CURVE

TOWARD SAFER INDIANA ROADS



Letter from Governor O'Bannon

Thank you for taking time to read this annual report presented by the Governor's Council on Impaired & Dangerous Driving. This past year, Judy and I have felt good traveling down the roads of our great state, knowing that they are safer because of the commitment and dedication of many Hoosier citizens and the traffic safety community.

Indiana reached an all-time high for seat belt compliance as a result of increased seat belt enforcement zones and more Hoosiers are alive today because of this.

In addition, Indiana's alcohol-related fatalities fell from 38 percent to 34 percent of all traffic deaths this past year, an indication of the dedication of law enforcement to remove impaired drivers from our roads. After years of hard work by many dedicated people, I signed legislation that toughened Indiana's laws by lowering the legal blood-alcohol level from 0.10 percent to 0.08 percent. I commend the legislators and others for their efforts to pass this law.

These positive steps have occurred because of the commitment of Indiana's traffic safety community. But ultimately, improving traffic safety requires the involvement of every citizen. Each of us has the responsibility to learn and obey our traffic laws. Together, we can make a difference. I commend the work of the traffic safety community and Hoosier citizens and pledge my continued support.

Frank O'Bannon

Frank O'Bannon
Governor of Indiana



FRANK O'BANNON
Governor of Indiana

**KAREN FREEMAN-WILSON**

**Governor's Council on
Impaired & Dangerous
Driving, Chairperson**

Letter from Karen Freeman-Wilson, Chairperson

Each year, thousands of people are killed or injured in crashes on Indiana's roadways. These crashes adversely affect the victims and their families, as well as the State of Indiana as a whole.

As you will see from this annual report, it has been a very busy year for the Governor's Council on Impaired & Dangerous Driving, highlighted by the successful implementation of Indiana's new .08 BAC law.

The enthusiasm and commitment on behalf of Hoosiers is an unbelievable investment in moving Indiana towards a safer state. It has been my distinct honor to serve as chairperson to the Council. I am truly encouraged by the tenacity and sincerity of the hundreds of Indiana citizens who are concerned with making Indiana a safer place.

For FY2002, Indiana will continue to work with its partners to increase safety on Indiana roads. Each life saved is a victory for all Hoosier citizens and brings us closer to achieving our goals. Thank you for all of your tireless efforts.

Cordially,

A handwritten signature in cursive script that reads "Karen Freeman-Wilson".

Karen Freeman-Wilson

Chairperson

Governor's Council on Impaired & Dangerous Driving

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Governor's Council on Impaired & Dangerous Driving Advisory Board

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Governor's Council Mission

TO REDUCE DEATH AND INJURY ON INDIANA ROADWAYS

The Governor's Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination and ongoing support to state and local traffic safety advocates.

The Governor's Council on Impaired & Dangerous Driving serves as the traffic safety focal point in Indiana. In this role, the Council is charged with developing policies, procedures, strategies, and programs to effectively manage and administer Indiana's highway safety program. The intended outcome of all of the Council's efforts is to reduce death, injuries, and economic costs associated with motor vehicle crashes. The Council, a division of the Indiana Criminal Justice Institute, administers federal funding from the National Highway Traffic Safety Administration through targeted traffic safety grants to state and local organizations. The Council's Advisory Board, a group of 22 volunteers, is appointed by the governor to make traffic safety policy recommendations. The Council coordinates aggressive public information campaigns designed for implementation at the state and local level and provides materials, grant funding and information to traffic safety advocates. The Council also serves as Indiana's primary source for information and research on traffic safety issues that directly affect public safety and policy.

Projects must fall within one or more of the Council's program areas, which include occupant protection, alcohol countermeasures, police traffic services, traffic records, community traffic safety programs, pedalcyclist/pedestrian safety, motorcycle safety, and highway environment.

Grants are awarded to projects according to a state problem analysis and highway safety plan.

CRASH OVERVIEW

Indiana recorded 892 fatal crashes in 1999, resulting in 1,021 fatalities. This equates to a fatality each and every eight and one-half hours during 1999. The number of fatalities and fatal crashes represented one of the worst years in the past decade for Indiana. The 72,883 injuries occurred at a rate of one injury every seven and one-half minutes. There were 217,340 crashes in the state, or one crash every two and one-half minutes.

Crash Statistic Changes, 1990–1999

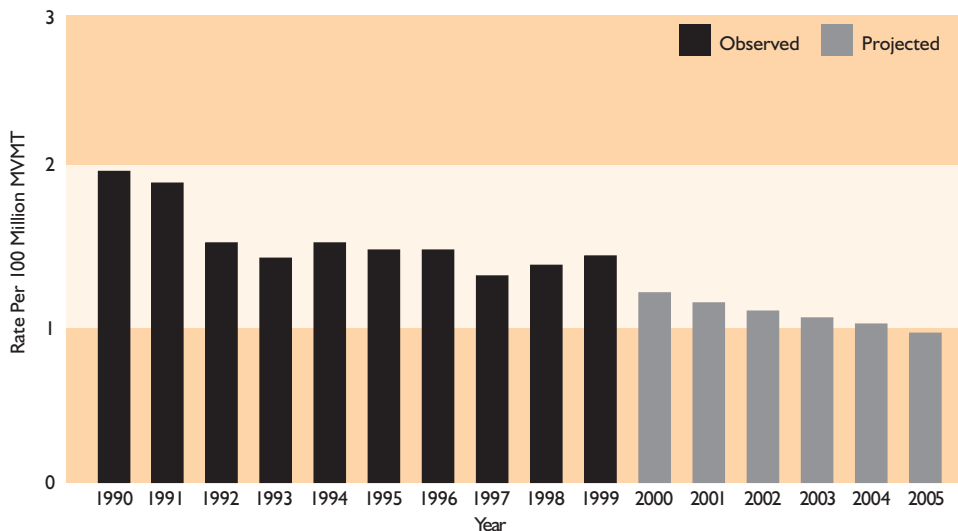
Statistic	Average 1990-94	1995	1996	1997	1998	1999	Average 1995-99	Change 1998-99	Change 1990-99
All Crashes	203,391	221,027	221,465	220,009	216,510	217,340	219,270	0.4%	3.7%
Fatal Crashes	857	859	870	849	884	892	871	0.9%	-3.5%
Personal Injury Crashes	49,930	53,831	52,058	52,413	51,865	49,518	51,937	-4.5%	-2.3%
Alcohol-Related Crashes	11,251	9,995	9,777	9,544	9,508	9,072	9,579	-4.6%	-38.5%
Fatalities	967	959	982	940	982	1,021	977	4.0%	-2.2%
Alcohol-Related Fatalities	272	226	239	214	234	237	230	1.3%	-30.5%
Total Injuries	74,028	80,632	77,339	78,262	77,138	72,883	77,251	-5.5%	-2.7%
Serious Injuries	6,749	6,889	6,558	6,488	6,361	6,141	6,487	-3.5%	-17.1%
Pedestrian Fatalities	82	76	76	75	72	66	73	-8.3%	-33.3%
Pedalcyclist Fatalities	15	14	6	11	13	14	12	7.7%	-6.7%
Motorcyclist Fatalities	70	65	63	47	68	67	62	-1.5%	-16.3%
Economic Loss (Billions)	2.408	2.549	2.520	2.500	2.540	2.730	2.568	7.5%	9.4%

PERFORMANCE GOALS

The major contributing factors to crashes were identified using the crash data tapes, FARS data, and field observations. As a preface, the goals for Indiana are extremely aggressive and, in order to be achieved, will require significant involvement on the part of all stakeholders. The following goals have been established for FY2000–2005.

GOAL To decrease the state fatality rate per 100 million MVMT from a baseline of 1.5 in 1996, to 1.06 in the year 2002, and 0.92 in the year 2005 with progress demonstrated on an annual basis.

Fatalities per 100 Million Motor Vehicle Miles Traveled



Results: The fatality rate for 1999 remained unchanged from 1998 at 1.4 fatalities per 100 MVMT. Since the reduction that was achieved between 1991 and 1992, there has been only limited improvement over the past eight years. The annual rate of improvement has averaged 1.5 percent during these eight years. Indiana continues to experience nearly three-fourths of its fatalities in rural areas. In 1999, there were 761 fatalities in rural areas. The improvements that were achieved occurred in the higher population urban areas. Indiana's overall low seat belt usage rates (especially pickup trucks at 33.5 percent in 1999) further hinder its ability to reduce fatalities.

Indiana continued to outperform the national average with a fatality rate of 1.4 per 100 MVMT, below the national average of 1.5 per 100 MVMT.

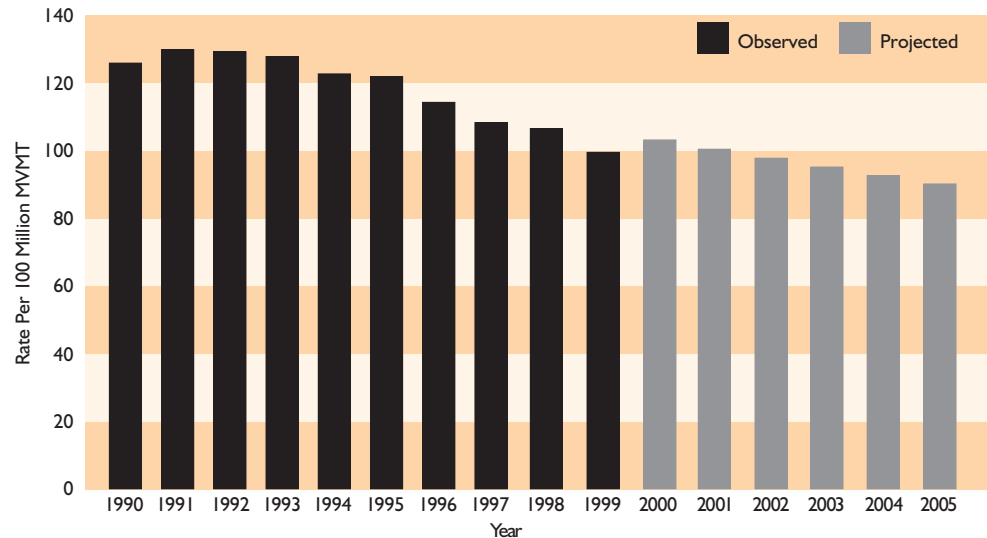
Alcohol-related fatalities remained at the 1998 level of 0.33 per 100 MVMT. Alcohol-related fatal crashes accounted for nearly one out of four fatal crashes.

MVMT: Motor Vehicle Miles Traveled

The goal is to decrease the state personal injury rate per 100 MVMT from a baseline of 1.7 in 1996, to 1.03 in the year 2002, and 95.7 in the year 2005 with progress demonstrated on an annual basis.

GOAL

Injuries per 100 Million Motor Vehicle Miles Traveled



In 1999, the fewest number of serious injuries was documented.

Results: Indiana continued to move toward its goal, reporting a personal injury rate of 101.99 in 1999. This was a 6.5 percent reduction from 1998, and an 8.2 percent improvement over 1997. The 72,883 injuries were the lowest reported number since the 69,280 personal injuries reported in 1991. The majority of personal injuries (58.4 percent) occurred in urban areas in contrast to the majority of fatal injuries occurring primarily in rural areas. This pattern was expected, as rural roads have continued the trend of greater speeds with a higher incidence of “run off the road” crashes.

GOAL To decrease alcohol-related fatal crashes from a baseline of 0.32 per 100 MVMT in 1996 to 0.20 per 100 MVMT in 2002, to 0.167 per 100 MVMT in 2005, with progress demonstrated on an annual basis.

Alcohol Crash Statistic Changes, 1990–1999

Statistic	Average 1990-94	1995	1996	1997	1998	1999	Average 1995-99	Change 1998-99	Change 1990-99
Alcohol-Related (ALC) Crashes	11,251	9,995	9,777	9,544	9,508	9,072	9,579	-4.6%	-38.5%
% ALC Crashes	5.5%	4.5%	4.4%	4.3%	4.4%	4.2%	4.4%	-4.9%	-40.7%
ALC Fatal Crashes	239	199	209	194	206	209	203	1.5%	-29.6%
% ALC Fatal Crashes	27.9%	23.2%	24.0%	22.9%	23.3%	23.4%	23.4%	0.5%	-27.1%
ALC Fatalities	272	226	239	214	234	237	230	1.3%	-30.5%
% ALC Fatalities	28.1%	23.6%	24.3%	22.8%	23.8%	23.2%	23.5%	-2.6%	-28.9%
ALC Injuries	74,028	80,632	77,339	78,262	77,138	72,883	77,251	-5.5%	-2.7%
% ALC Injuries	6,749	6,889	6,558	6,488	6,361	6,141	6,487	-3.5%	-17.1%

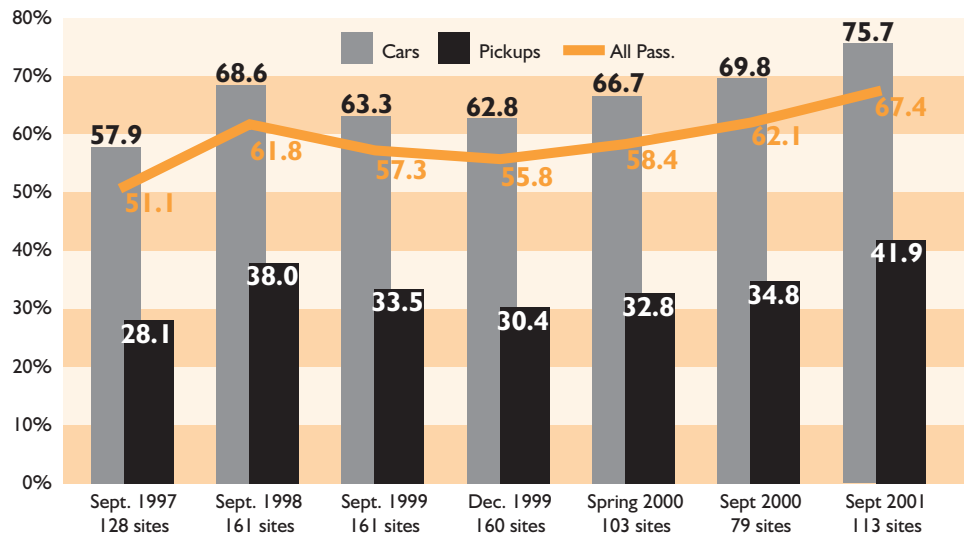
Note: All crashes and injury statistics for 1994 and 1995 were corrected for misclassified private property crashes.

Results: Since 1991, there has been very little change in alcohol crash statistics. The incidence rate in 1999 mirrored the 1998 results with 0.29 alcohol-related fatal crashes per 100 MVMT. Without a radical change in performance, it will be difficult for Indiana to achieve its 2005 goal. The issues continue to be the same as in past years. Of the drivers tested for alcohol (and with positive results), 84.6 percent were males. While underage drinking remains an emerging issue as early as age 18, the majority of the drivers killed in 1999 were between the ages of 21 and 44. The problem of the high BAC driver continued with 73.4 percent of the fatally injured drivers having a BAC at or greater than 0.10 (the legal limit in Indiana during 1999). The reported results for this indicator may also be understated, since only 43.9 percent of the fatally injured drivers were tested and had their test results recorded. There needs to be increased emphasis on testing all drivers involved in fatal crashes, as well as on increasing the criminal consequences for drivers with high BACs.

Alcohol was involved in nearly one out of four fatal crashes.

While the involvement of alcohol in all types of crashes decreased over the past decade, the involvement rate of alcohol in fatal crashes has not changed in the last five years.

To increase the observational seat belt usage rate in passenger cars and minivans from 63 percent (based upon previous weighting process) in 1997 to 73 percent (revised weighting process) in 1998, 85 percent by the year 2000, and 90 percent by the year 2005. To increase the overall seat belt usage rate from 53.2 percent (including pickup trucks and sport utility vehicles) in 1997, to 65 percent in 1998, 85 percent by the year 2000, and 90 percent by the year 2005.

GOAL**Seat Belt Usage September 1997 – September 2001**

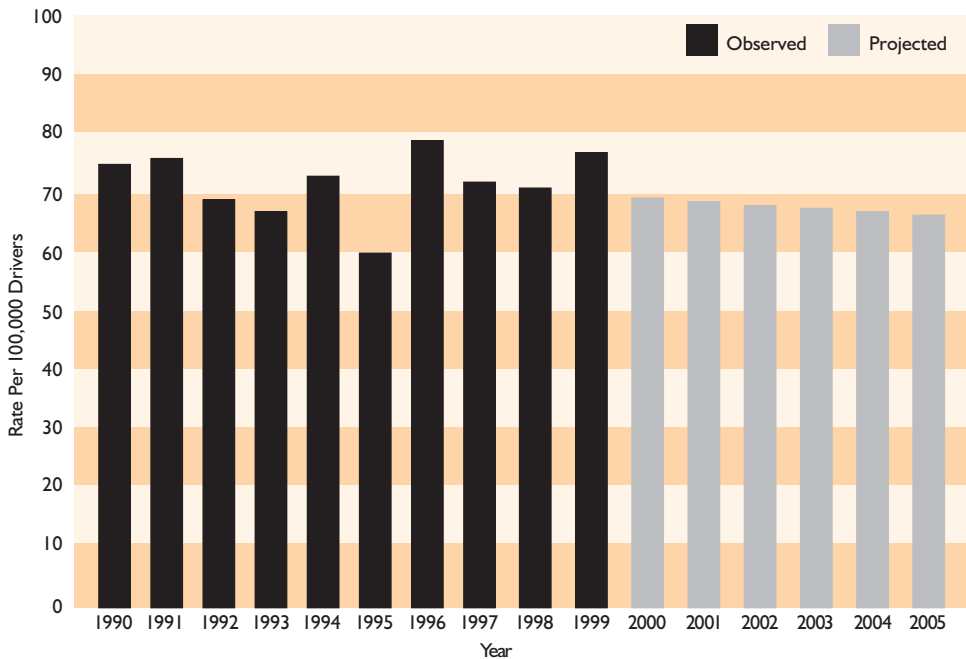
Results: The findings for the September 2001 survey indicate the usage rate for front-seat occupants of all passenger vehicles increased from 62.1 percent in September 2000 to 67.4 percent during September 2001. This “all passenger vehicle” usage rate establishes a new high point, exceeding the 62.1 percent usage rate recorded in 2000. The passenger car usage rate (75.7 percent) also exceeded the previous high 2000 rate of 69.8 percent. Similarly, high usage rates were seen for both minivans (79.5 percent) and SUVs (74.1 percent). While pickup trucks continue to be excluded from the Indiana Occupant Protection Law, usage rates in these vehicles increased to 41.9 percent in the most recent survey. Unfortunately, the continued low usage rate of pickup truck occupants negatively affects the overall usage rate, as pickup trucks represented 20.0 percent of the observed vehicles. An increase in pickup truck usage rates to 60 percent would increase the overall usage rate in Indiana by nearly an additional 4 percent.

Seat belt usage rates increased on all road classes in both urban and rural areas. Urban freeways had the highest usage rate of any roadway classification (84.3 percent for passenger cars). The lowest usage rate was 37.7 percent for pickup trucks on rural collector roads.

Female drivers continued to demonstrate higher usage rates (79.0 percent) than male drivers (61.9 percent). Young male drivers of pickup trucks continue to be the lowest grouping of restrained drivers at 29.9 percent. Their seat belt usage rate is nearly half that of similar drivers when observed in passenger cars (57.8 percent).

GOAL To reduce the involvement rate in fatal crashes involving younger drivers (ages 16–19) from 0.79 fatal crashes per 1,000 licensed drivers in 1996 to 0.644 in the year 2000, and 0.592 in the year 2005, with progress demonstrated on an annual basis.

16–19-Year-Old Drivers in Fatal Crashes per 100,000 Licensed Drivers



Results: The involvement rate for this age group of drivers increased to 0.77 in 1999 from 0.71 in 1998. The younger driver has been and continues to be significantly over-represented in fatal crashes.

Countermeasures

The Council will continue the Operation Pull Over (OPO) program during FFY-01. The program is supported by 200+ local law enforcement departments, as well as the Indiana State Police. The OPO program will be the primary approach for information dissemination at the local level.

OVERALL STRATEGIES FOR FFY-01:

- Improve the Council's coordination, evaluation, monitoring and technical assistance on individual projects;
- Continue OPO to raise awareness and enforcement in the state;
- Strengthen the enforcement of occupant protection laws by requiring overtime patrol-funded programs to enact a zero tolerance enforcement approach, require traffic occupant protection strategy training, standardized field sobriety training, submission of departmental enforcement policy and submission of directive from the administration depicting the goals of the program, and officer guidelines for working enforcement projects;
- Evaluate Indiana's 51 + drug and alcohol courts;
- Enforce the primary seat belt law;
- Continue to actively monitor and address the areas of railroad crossing, pedestrian/pedalcyclist, and motorcycle fatalities and their trends;
- Continue with Safe Communities approach;
- Continue with the implementation of the Traffic Records Improvement Plan; and
- Encourage the Indiana Legislature to enact 0.08 legislation, improve the open container law, expand the occupant protection law, and amend the probationary license law.

FOLLOWING IS A SUMMARY OF PLANNED ACTIVITIES BY AREA:

Planning and Administration

- Continue the administration, oversight and fiscal management of the state's traffic safety programs.

Occupant Protection

- Provide program management services for the Council's statewide occupant protection program;
- Coordinate Indiana's OPO Campaign;
- Award grant funds to Indiana State Police (ISP) and a minimum of 32 counties representing municipal and county law enforcement departments to conduct at least four (4) Operation Pull Over "blitzes";
- Incorporate the "Click it or Ticket" message into the OPO program and participate in NHTSA's Region V effort;
- Continue the 29 departments representing Big City/County enforcement efforts;
- Implement the "Elmira Experience" in four to eight communities;
- Continue to work with Automotive Safety Program to increase seat belt usage and car safety seat use through education, training and dissemination of car seats and information;
- Continue to develop and support Safe Kids coalitions and chapters through the Automotive Safety Program;

- Implement additional child safety seat permanent fitting stations;
- Participate in the National ABC Mobilization efforts;
- Conduct a Minority PI&E seat belt campaign;
- Conduct an occupant protection assessment;
- Conduct Indiana's annual statewide observational seat belt survey;
- Host an Operation Pull Over/Traffic Safety Challenge - Recognition Conference;
- Promote law enforcement training using the Traffic Occupant Protection Strategies curriculum;
- Provide a strong public information and education campaign supporting primary enforcement followed with earned and paid media; and
- Promote occupant restraint use through various advocacy arenas.

Impaired Driving

- Provide program management services for the Council's statewide impaired driving program;
- Continue to coordinate Council efforts with the regional offices (24 contractors) of the Commission for a Drug-Free Indiana;
- Coordinate Indiana's OPO Campaign;
- Participate in the "You Drink, You Drive, You Lose" national mobilization;
- Award grant funds to ISP and a minimum of 42 counties representing municipal and county law enforcement departments to conduct at least four (4) Operation Pull Over "blitzes";
- Continue to coordinate and train law enforcement officers in standardized field sobriety test training, breath test instrument operations, sobriety checkpoint procedures and drug evaluation and classification training;
- Implement a program to evaluate drug and alcohol court administered programs;

- Continue the statewide driving under the influence enforcement efforts of the ISP;
- Purchase 5-10 additional evidentiary breath test instruments to be distributed throughout the state;
- Continue to evaluate impaired driving countermeasures for effectiveness;
- Host an Indiana Youth Summit to prevent underage drinking;
- Partner with the Indiana Coalition to Reduce Underage Drinking (ICRUD) youth-lead programs; and
- Continue underage access enforcement efforts with the Indiana State Excise Police including the "SUDS" program and the "Cops in Shops" program.

Police Traffic Services

- Continue enforcement efforts with the ISP in the areas of speed enforcement, impaired driving enforcement and seat belt usage enforcement;
- Provide training to law enforcement officers in areas such as: Project Management, Traffic Occupant Protection Strategies, Occupant Protection Risk Management, Public Information and Child Auto Restraint Educator Seminars and education in other areas as needed;
- Provide traffic enforcement equipment to law enforcement; and
- Purchase regional speed trailers with message boards for regional placement for law enforcement seat belt enforcement zone assistance and PI&E.

Traffic Records

- Continue with the implementation of Indiana's traffic records action plan. Representatives from Indiana State Police, Bureau of Motor Vehicles, State Emergency Management Agency, Department of Transportation,

Department of Health, Criminal Justice Institute, Sheriff's Association and Chief's Association assist in this effort;

- Continue to provide a traffic records program coordinator to oversee the implementation of the traffic records improvement plan; and
- Continue to work with Purdue University to develop traffic safety problem identification information and to publish the Indiana Crash Facts booklet.

Emergency Medical Services

- Continue to monitor emergency response time and trends associated with emergency medical services; and
- Continue to improve the EMS records system through active participation in Indiana's traffic records improvement plan.

Community Traffic Safety Programs

- Provide program management services for the Council's statewide public information and education programs;
- Provide funding to four contractors for statewide coordination and technical assistance of the Council's projects at the local level. One contractor will serve as a safe communities coordinator and the other three as regional law enforcement liaisons;
- Continue to develop I 6 Safe Community projects and include a Youth Safe Communities component where Point of Youth (POY) members reside;
- Provide public information and education materials to support the various traffic safety public information and education campaigns;
- Continue with the Network of Employers for Traffic Safety to bring traffic safety into the workplace concentrating efforts in Safe Community sites; and

- Provide scholarships for state and non-state employees, groups and organizations to sponsor and/or attend traffic safety related conferences, seminars and workshops.

Pedalcyclist/Pedestrian Safety

- Continue to develop public information and education programs through Safe Kids coalitions and local communities; and
- Continue to monitor and evaluate crash trends statewide.

Motorcycle Safety

- Continue to develop motorcycle safety public information materials for statewide distribution.

Highway Environment

- Work with the Indiana Department of Transportation (INDOT) and the Indiana State Police to enforce traffic laws in construction zones;
- Develop public information/education materials for railroad grade crossing safety;
- Partner with INDOT to administer the section 154 transfer funds allocated to hazard elimination projects; and
- Continue to improve the roadway files records system through active participation in Indiana's traffic records improvement plan.

Occupant Protection

BIG CITY/COUNTY ENFORCEMENT PROGRAM

The Governor's Council on Impaired & Dangerous Driving embarked upon a strengthened approach to raise seat belt and child restraint usage in Indiana.

Indiana has had a statewide program, Operation Pull Over (OPO), focusing on increasing seat belt usage and decreasing the number of alcohol-related crashes since 1994. With this in mind, the Council chose to identify those specific areas of the state where the most impact could be made with a dedicated, concentrated seat belt enforcement effort. This effort would be in addition to the already existing OPO program. The program, entitled "Big City/County" (BCC), was launched during May 2000.

The top 29 most populated communities in the state were targeted, and all agreed to participate. Those communities represent 40 percent of the state's population, 47 percent of all crashes, 27 percent of all fatal crashes and 48 percent of all personal injury crashes.

The key changes in Indiana's enforcement program for local, overtime-funded departments included:

- Zero tolerance enforcement of occupant restraint violations;
- Required training in Traffic Occupant Protection Strategies (TOPS);
- Standardized Field Sobriety Training (SFST);
- Required one-day media training;
- Mandatory quarterly meetings;
- Increased overall contacts from a minimum of two per hour to three per hour; and
- Increased overall occupant restraint contacts to 50 percent.

The primary focus of BCC is increasing seat belt and child restraint usage. During the implementation phase, results were very positive, indicating overwhelming support of the program. The following enforcement results were reported from June through September 2001: 13,339 seat belt and child restraint violations with 3,068 other traffic-related violations. The occupant restraint violations compared to total contacts reached an all time high of 81.3 percent. Overall contacts-per-hour of enforcement was recorded at 3.35 (required 3.0) with 2.70 (required 1.5) of those being occupant restraint violations. **Seat belt enforcement zones remain the activity of choice and produce the best results.**

MARION COUNTY TRAFFIC SAFETY PARTNERSHIP

In FY2000-01, the Partnership was awarded a two-year grant from the National Highway Traffic Safety Administration (NHTSA). The *Major Metropolitan Seat Belt Enforcement Grant* is one of four in the nation. The purpose of the grant is to significantly increase seat belt usage in Marion County by enhancing current enforcement, public information and education efforts.

This year’s citation data include:

• seat belt citations	17,841
• child restraint citations	293
• criminal misdemeanor	158
• criminal felony	29
• speed related	1,597
• license violations	1,188
• driving while suspended	892
• DWI arrests	11
• alcohol related	4
• habitual traffic offender	6
• other traffic	936
Total hours worked was 4,847; 13,806 vehicles were stopped.	

In FY2001, the Partnership was awarded one of two nationwide *aggressive driving* grants from NHTSA.

The Partnership is nationally recognized for its traffic safety efforts, and the Council is proud to be associated with this organization. Kudos to the Marion County Prosecutor’s office and the Indianapolis Police Department, Marion County Sheriff Department, Lawrence Police Department, Cumberland Police Department, Beech Grove Police Department and Speedway Police Department.

SEAT BELT ENFORCEMENT ZONES

The Partnership was looking for new strategies to increase public awareness and enforcement of the seat belt laws. Through the combined ideas and suggestions of its various agency members, seat belt enforcement zones were developed. These enforcement zones have caught on with many law enforcement agencies around the state.

STOP PROGRAM

The Council has been advocating the Elmira, N.Y. seat belt enforcement project to all of its law enforcement agencies. In October 1999, the city of Elmira implemented a three-week public information and enforcement project, increasing its seat belt usage rate from 63 to 90 percent.

The Summer Time Occupant Protection (STOP) program was launched in the summer of 2001. Twenty statewide municipal and sheriff departments were chosen, based on their geographic location and history of successful seat belt enforcement. Minimum enforcement requirements were the same as the Operation Pull Over program – three contacts per hour, 1.5 occupant protection citations per hour.

Results:

• average seat belt usage rate pre	60%
• average seat belt usage rate post	68%
• patrol hours	1,450
• contacts per hour	3.02
• occupant protections contacts per hour	2.11
• seat belt citations	3,041
• child restraint citations	106
• speeding citations	738
• alcohol related citations	93
• license violations	239
• criminal arrests	136
• total citations	4,353
• public information releases	2,280

STOP PROGRAM

PARTICIPATING AGENCIES:

Police departments from Albany, Aurora, Bedford, Charlestown, Crawfordsville, Elwood, Goshen, LaPorte, Nappanee, Nashville, North Vernon, Peru, Rensselaer, Spencer, West Lafayette, Westfield and Yorktown. Sheriff departments from Gibson, Jefferson and Orange counties.

AUTOMOTIVE SAFETY PROGRAM (ASP), INDIANA UNIVERSITY SCHOOL OF MEDICINE

The Automotive Safety Program (ASP) receives funding through 402, 2003(b), and 157 incentive grants. It continues to serve as a statewide resource by developing programs, public information, and educational initiatives for children and adults. It maintains and manages an Advisory Board, which consists of child passenger safety advocates. The committee meets quarterly and provides overall direction for the program.



The ASP continues to assist with car seat inspection clinics and expand child safety seat distribution programs such as permanent fitting stations and Project B.S.E.A.T.E.D.

Car Seat Clinics and Distribution Programs

- Participated in 15 car seat checkpoints.
 - 778 seats inspected
 - 123 replacement seats issued
- 149 seats distributed through low-income program.
- 16 seats provided through loaner program.

Permanent Fitting Stations – funded through 157 Innovative and 2003(b)

Permanent Fitting Stations (PFS) provide locations for parents or caregivers to learn how to properly install their child safety seats, while being educated with the most current information about best practices in protecting their entire family during travel. Under the supervision of a certified NHTSA Technician, parents are given the opportunity to demonstrate proficiency in the use of their restraint system in their particular motor vehicle.

In order to create a greater awareness of PFS to the general public, a PSA campaign was created for statewide distribution. A 30-second television spot, 15- and 30-second radio spots, and a two-sided brochure were created. Individually, PFS sites have used a variety of means to advertise their services to the public.

Results:

- 21 new permanent fitting stations added for a grand total of 46 fitting stations.
- A total of 2,368 car seats were inspected.
 - 2,096 car seats had at least one misuse
 - The overall misuse rate was 88 percent
 - 890 car seats were distributed

Project B.S.E.A.T.E.D.

Project B.S.E.A.T.E.D. is a law enforcement voucher program that allows officers to issue a voucher to anyone deemed in need of a child restraint. The parents are able to redeem their voucher for an appropriate child safety seat at a designated location where a certified technician is available to assist with proper installation.

- *Training Component:*

With funding from the International Center for Injury Prevention, a collaborative effort was launched to train individuals from SAFE KIDS Chapters and Coalitions as well as B.A.B.E. stores as certified Child Passenger Safety Technicians. Nine SAFE KIDS chapters were represented. The new technicians then committed to educating parents and kids in their local communities by dispersing Boost America educational curriculums, which include a parent brochure and video geared toward kids.

- *Statewide Distribution Component:*

The ASP has been given 5,000 booster seats for distribution across the state of Indiana. The booster seats will be distributed through its network of child passenger safety technicians, including permanent fitting stations and SAFE KIDS chapters and coalitions. The booster seats will be distributed during the 2001-2002 grant year.

Child Safety Seat Training

The Automotive Safety Program (ASP) continues to be the primary resource for the NHTSA Standardized Child Passenger Safety Technician Training in Indiana. They offer this training to health care providers, law enforcement, parents, child care providers, and other interested groups or individuals and resulted in the following:

- Had 56 participants in six NHTSA-certified CPS Technician courses.
- Sponsored 15 additional courses with approximately 130 technicians trained.
- Had 319 certified technicians.
- Had 23 certified instructors.

Special Needs

The Automotive Safety Program continues to serve as a state and national resource on the safe transportation of children with special health care needs, and a consultant with the ASP program serves as the chairperson for the Indiana Special Needs Transportation Committee. The ASP worked with the committee to establish best practice guidelines for transporting children with special needs on school buses. The committee also developed a brochure, which was sent to each Indiana school district, to promote the Riley Mobile School Bus Project.

The ASP has implemented the curriculum "Transporting Children with Special Health Care Needs" and uses it to train medical staff and certified CPS Technicians throughout the country.

It also provides Special Needs School Bus Training and maintains the Riley Mobile School Bus, which has been updated with the most current technology available, including the Sur-Loc, Tie-Teck, Q-Straint, and the Indiana Mills Safe Guard Seat.

- Six Special Needs trainings were conducted with 98 participants.
- Twelve Special Needs School Bus trainings were held with 422 participants from local high schools and transportation companies.

Minority Health Education Initiative

The ASP has made a concerted effort to target education and programs to the minority population. They worked with the Texas Migrant Council (TMC) to implement a new child passenger safety initiative among migrant workers in Indiana and their children. While working with SAFE KIDS, it provided 150 child safety seats and eight educational seminars for migrant families. The ASP trained one member of the TMC as a certified child passenger safety technician and will continue to work with council members on future trainings.

Safety Education and Resources

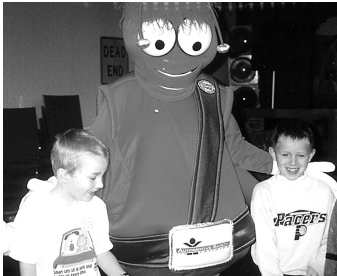
The ASP continues to develop and provide new programs to the community. It developed the “Going to the Zoo” curriculum, which included a story, coloring book, lesson plan, and game. The curriculum was utilized during OPO Blitz 26, which focused on child passenger safety, and reached more than 200 children. It was also presented by SAFE KIDS chapters and made available statewide through the Governor’s Council materials catalogue.

The “Buckle Up Bug” assisted with statewide efforts to encourage children to buckle up by being present at health fairs, car seat clinics, and educational presentations. It made 25 appearances, and 4,425 “Bug” kits were distributed.

The ASP assisted in planning and implementing the 5th Annual Child Passenger Safety Technical Conference, which was attended by 1,000 CPS advocates.

A variety of educational programs were presented for various target audiences and at several conferences.

- Conducted 25 presentations on traffic safety issues, reaching 22,932 people.
- Distributed more than 72,970 pieces of educational material.



INDIANA SAFE KIDS

The Indiana State SAFE KIDS Coalition (ISSKC) state coordinator is housed with the Automotive Safety Program and coordinates the statewide efforts of the local SAFE KIDS coalitions and chapters. There were 10 new chapters established this year for a total of 28 SAFE KIDS chapters in Indiana. These are composed of health care providers, law enforcement, and other child safety advocates who are dedicated to reducing childhood injury. ISSKC supports the local chapters by making mini-grants available so chapters can purchase various safety items such as bike helmets, car seats, pedestrian safety signs, T-shirts, brochures, etc. Seventeen mini-grants were awarded this year.

Trainings

- ISSKC conducted the fourth annual Chapter and Coalition Coordinator Training Conference on March 8-9, 2001 and attended by 18 SAFE KIDS coordinators. Workshops include grant writing tips, how to diversify your SAFE KIDS Chapter/Coalition, Child Passenger Safety Update, and Gun Safety.

Child Passenger Safety (CPS)

ISSKC collaborated with the ASP in taking the lead to kick-off the Boost America! program in Indiana. They partnered with the State Farm Insurance Regional office in West Lafayette to provide 12 child safety seat check/safety day events throughout the state on May 12, 2001. The clinics were located at State Farm Offices. Over 70 certified child passenger safety technicians participated in the event and over 330 child safety seats were checked. State Farm provided replacement seats for all clinic sites and volunteers to assist with traffic flow and act as scribes.

The Chevy Venture Mobile Check-Up Van was made available on a statewide basis by ISSKC and utilized on 29 different occasions by SAFE KIDS affiliates throughout the state to enhance child passenger safety activities, including child safety seat clinics, parades, festivals, and health fairs. Approximately 181,533 people were reached at these events.

Pedestrian Safety

SAFE KIDS realizes that not only are motor vehicle occupants at risk of serious injury or death, but many children are injured or killed each year as pedestrians, bicyclists, or as passengers on a school bus. The ASP uses the SAFE KIDS program to educate the general public about these important issues as well as child passenger safety.

In early November 2000, the SAFE KIDS Walk this Way task force was established and met to develop a strategy for increasing pedestrian safety near IPS 15 and involving families in discussions concerning their community. A Town Hall Meeting led by a panel of experts was held at IPS 15 on March 6, 2001. The purpose of the meeting was to address safety concerns that children face as they walk to and from school. Over 200 parents and students attended the Town Hall meeting.

A curriculum on pedestrian safety for grades 1–3 was developed. It includes a lesson plan, overheads, and a coloring book. The Riley Riders and Striders curriculum was made available to all chapters and coalitions.

School Bus Safety

The ASP served as the Governor's Council representative on the Indiana State School Bus Committee and attended five meetings last year. The ASP worked with the committee on establishing physical performance standards for school bus drivers. A final rule will be adopted in October 2001.

Bicycle Safety

Indiana SAFE KIDS Coalition established new partnerships in the 2000-2001 grant year with the intent of distributing bicycle helmets and promoting bicycle safety. ISSKC joined the Community Education Department at Riley Hospital and the Indiana Bicycle Coalition to develop and produce a quality resource packet of bicycle safety information that is available for distribution to organizations, individuals, and SAFE KIDS Chapters and Coalitions. To date, more than 50 copies of this resource list have been distributed.

A second project combined the efforts of ISSKC with those of the Kids for Riley Project, which comprises organizations such as Community Education, Emergency Medical Services for Children, and the Indiana District of Kiwanis. The goal of this project is to encourage and strengthen partnerships between SAFE KIDS Chapters and Coalitions, local Kiwanis Clubs and EMS providers throughout the state of Indiana. The community partners were then charged after the convention to plan a bicycle safety program between August 2001 and January 2002. This is an ongoing project.

- ISSKC distributed approximately 50 bicycle helmets to 10 SAFE KIDS chapters for various events promoting bicycle safety and helmet usage for kids.
- ISSKC donated nine helmets to students of IPS 15 for their participation in the 2000 SAFE KIDS Walk this Way event on March 6, 2001.
- ISSKC donated 10 helmets, which were raffled at the Babies and Kids Fair on February 24, 2001.

Risk Watch

The ASP participated in a Risk Watch training at the Indiana Teen Institute in Vincennes, Ind., where it conducted the training in partnership with the Indiana Emergency Medical Services for Children program and the Riley Hospital Community Education Department. Approximately 40 students were trained to be peer educators for the Risk Watch curriculum.

OPERATION ABC MOBILIZATION: AMERICA BUCKLES UP CHILDREN

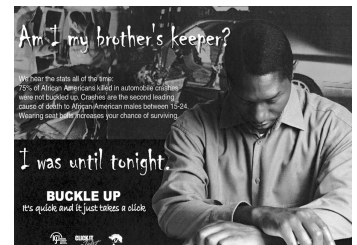
This project is sponsored by the Air Bag & Seat Belt Safety Campaign in cooperation with the U.S. Department of Transportation, NHTSA, and the National Transportation Safety Board. Law enforcement agencies nationwide participate in increased enforcement of child restraint violations and public information and education efforts. The campaign garners state and national media attention and is credited with helping decrease child fatalities nationwide by 16 percent. All Operation Pull Over departments and several other local agencies participate in the effort. Approximately 220 Indiana agencies are involved in each campaign.

REACHING OUT TO MINORITY DRIVERS ON INDIANA ROADS

Statistics indicate that nationwide fewer minority drivers are buckling up. To help address this pressing matter of life and death, the Council in partnership with the Indiana Minority Health Coalition provided safety belt training and conducted a baseline study of seat belt use by African American drivers and passengers in Indiana last year.

Representing northern, central, and southern regions of the state, seat belt use was observed in rural areas and urban centers in Elkhart, Marion, St. Joseph, Vanderburgh, and Vigo counties. Observational studies of seat belt use in Indiana's general population served as the model for the study but were enhanced by the creation of culturally relevant education and enforcement messages informed by members of Indiana's African American community. This collaborative effort was further enhanced by the use of specially trained African American observers to conduct the study. Consistent with our mission to educate, inform, and help save lives, we have taken this opportunity to describe this important effort and to present preliminary findings from the study.

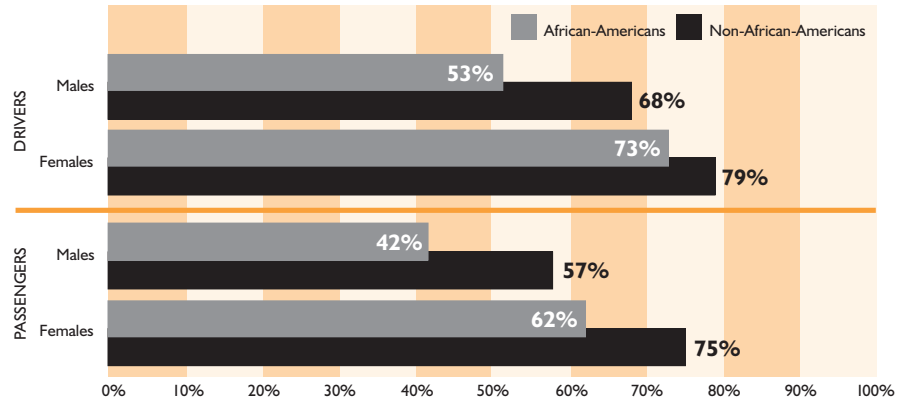
Excluding a few observations where the race, sex, or age of drivers and passengers could not be observed, 3,276 African American drivers, 3,374 non-African American drivers, 953 African American passengers, and 666 non-African American passengers were observed.



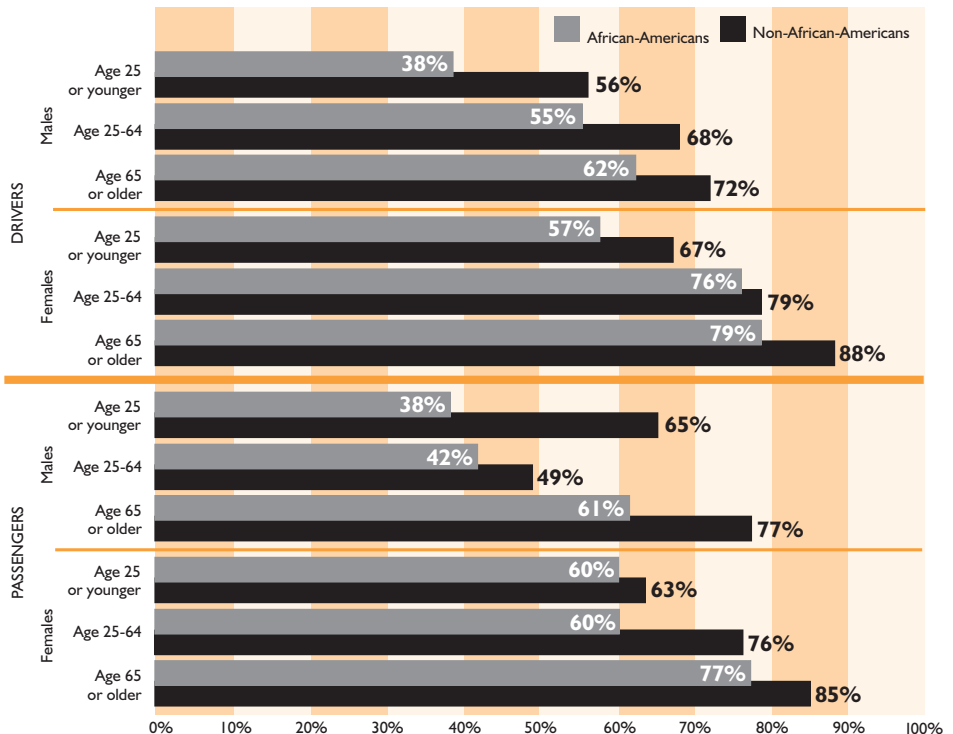
As shown in the charts on this page, preliminary findings indicate that:

- More non-African American drivers than African American drivers wore seat belts, regardless of sex.
- More female drivers than male drivers wore seat belts, regardless of race.
- In general, fewer passengers than drivers wore seat belts, regardless of sex or race.
- Among drivers by age, with the exception of women age 25-64, more non-African American drivers than African American drivers wore seat belts, regardless of sex or age. This discrepancy was largest among males age 25 or less.
- Among passengers by age, with the exception of females age 25 or younger, more non-African American than African American passengers wore seat belts, regardless of sex or age. Again, this discrepancy was largest among males age 25 or less.

Seat Belt Use By African-Americans and Non-African-Americans in Indiana 2001 Preliminary Findings by Race and Sex



Seat Belt Use By African-Americans and Non-African-Americans in Indiana 2001 Preliminary Findings by Race, Sex and Age



OPERATION PULL OVER

FY2001 was the seventh year for Operation Pull Over. Modeled after the Canadian STEP program, 200 local and state law enforcement agencies participated in statewide quarterly waves of seat belt surveys, public awareness events and two weeks of enforcement per blitz. Occupant protection and impaired driving remain the focus of the program. Over 79 percent of Indiana's citizens are served by these law enforcement agencies.



Enforcement Activity

For Blitzes 25, 26, 27 and 28, grantees have met their overtime requirements in the areas listed on the program activity report. The overtime contacts per hour is 3.56 (require 3.0), the OP contacts per hour is 1.85 (require 1.5) .

1. Overall contacts per hour of funded overtime.

- A. There were 118,093 contacts (all citations and warnings) reported.
- B. There were 33,155.49 patrol hours reported.
- C. There were 3.56 contacts per hour.

2. Percent of seat belt and child restraint citations to overall citations using total department activity.

- A. There were 272,820 contacts (all citations and warnings) reported.
- B. There were 95,775 occupant protection citations.
- C. 35.1 percent (95,775 / 272,820) of all blitz reporting form contacts were OP contacts.

3. Seat belt and child restraint contacts per hour using overtime funding.

- A. There were 61,279 OP contacts (all citations and warnings) reported.
- B. There were 33,155.49 patrol hours reported.
- C. There were 1.85 OP contacts per hour.

4. Average pre and post seat belt usage rates.

Blitz	PRE	POST
25	64.45%	66.10%
26	64.17%	67.78%
27	64.82%	70.50%
28	73.17%	72.34%
Total	67.01%	69.41%

5. Hours when overtime patrol took place.

Blitz	6AM-11:59AM	12 PM-5:59PM	6PM-11:59 PM	12AM-5:59AM
Total	7,471.84	13,821.95	9,107.91	3,893.00

6. Physical arrest hours.

2,550.40

7. Administrative hours.

2,194.96



“WHICH TICKET DO YOU WANT?”

Question asked of young drivers around the state.

The Governor's Council, along with law enforcement agencies from around the state, teamed up for Operation Pull Over (OPO) and spread the message of Blitz 25; “This ticket is given to people who don't buckle up. So is this one.”

The focus of Blitz 25 was on young drivers and the consequences of not buckling up. According to statistics, three out of four drivers will be involved in a crash before their 19th birthday.

OPO combined efforts with the YMCA to take the message of Blitz 25 across Indiana. Over 400 youths were asked the question, “Which ticket do you want?” by law enforcement officers, volunteers and OPO staff at each event. While asking the question, OPO also emphasized the importance of buckling up and never drinking and driving. Showing teens why the obvious answer is “neither” was done through a variety of events, including experiencing a “crash” without actually involving themselves or their vehicle. This “crash” is simulated in a software program called “Dead or Alive.” Individuals type the make of their automobile in addition to personal information such as height and weight and the type of restraint normally used. The software then demonstrates the impact of the “crash” on the individual and the importance of seat belts and/or air bags. Teens also “drove” a remote control car around obstacles while wearing fatal vision goggles. These goggles give one the impression of being impaired at a level of .10 percent. Needless to say, all teens experienced some sort of “crash” while being “impaired.” The OPO prize wheel was also used. Youths were asked questions pertaining to traffic safety issues. When the correct answer was given, participants could spin the wheel and win a variety of prizes including frisbees, t-shirts, CD cases and much more.

SUMMARY OF BLITZ 25

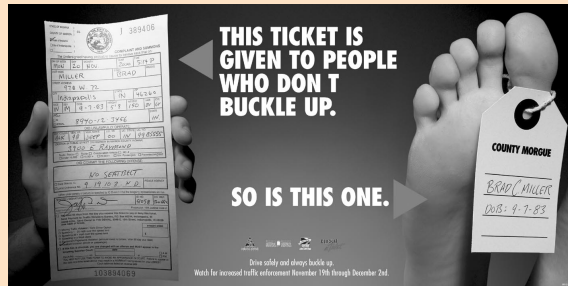
Awareness of Advertising Campaign

Half (51 percent) of the sampled young, male drivers claimed to have seen materials or heard of the campaign for Operation Pull Over through advertising, materials, or promotions.

During this blitz, ad awareness was highest in the Indianapolis and Central Indiana areas.

The Blitz 25 campaign continues to heighten awareness of Operation Pull Over. Nearly two-thirds (65 percent) of young males reached by the campaign had no previous awareness of Operation Pull Over. This translates into 33 percent of all younger males being newly aware of the program via this blitz.

B25



The Blitz 25 campaign had a more positive effect on how the target audience thinks about the consequences of not wearing seat belts, than in past blitzes. Nearly four in ten 16-20 year old males claimed that it made them think about the possible outcome of not wearing seat belts. In fact, one-fourth claimed it could affect their decision to wear seat belts. Both of these levels were higher than past blitzes. This indicates the powerful impact of these types of consequences themed and visual campaigns.

Sources of Awareness

Radio and television continue to be the best reported sources of awareness. One in four young male drivers claimed to have seen or heard radio advertising October/November 2000 for OPO, along with 11 percent reporting seeing something on television. Television awareness is higher among younger (16-18 years) males, while older males were more aware of radio, newspaper and billboard ads.

Advertising Recall

The campaign advertising communicated the intended triple messages – “Wear your seat belt,” “Don’t drink & drive” and “Drive safely,” while heightening recognition of Operation Pull Over. However, due to these multiple messages, the recall and communication of seat belt usage promotion was less than the last blitz (Blitz 13) that focused solely on seat belts for this demographic. The difference was 24 percent (Blitz 25) vs. 37 percent (Blitz 13). Although this blitz communicated all three messages, sometimes that dilutes the impact and a single message is better.

Impact of Message

The campaign had a positive impact on affecting young males’ usage of seat belts. Nearly three-fourths (73 percent) of the males who saw or heard the message and promotion reported it made them think about the consequences of not wearing seat belts. This accounts for 37 percent of all targeted young males. Additionally, 27 percent of all males reported the advertising affected their usage.

MEDIA CAMPAIGN SUMMARY

TELEVISION

Earned air time:	199 seconds
Earned impressions:	214,000
Total earned value:	\$5,542.23

NEWSPAPER

Circulation:	82,547
Total earned value:	\$747.05

"EVERYTHING I NEEDED TO KNOW, I LEARNED IN KINDERGARTEN."

Operation Pull Over added one more lesson to that list.

Operation Pull Over (OPO), Automotive Safety Program (ASP) and law enforcement agencies visited nearly 1,000 kindergarten and pre-K children across the state of Indiana. Children listened to the story "A Safe Trip to the Zoo," read to them by law enforcement officers and in one class, the mayor. After the story, children and staff discussed the story and the message – Everyone buckled. Kids in back. Games, t-shirts, coloring books, interaction with law enforcement officers, staff and community leaders, as well as a picture, hug or high-five from the Buckle Up Bug also accompanied the visit with the children.

Not only did children, parents, school administrators and teachers have an interest in Blitz 26, but media did as well. Almost every single school had television and/or print media coverage.

SUMMARY OF BLITZ 26

Awareness of Advertising Campaign

This blitz promoted two messages: the importance of seat belt usage for children, and that parents, especially dads, need to buckle up too or they could receive a ticket. The two themes were "Secure Your Valuables" and "Hey Daddy, Click It or Ticket."

The dual child safety seat and parent seat belt usage blitz for Operation Pull Over was effective in reaching targeted parents. It had an incremental effect on awareness and will undoubtedly have a positive influence on child safety seat and parent seat belt usage in the future. Nearly

B26

two-thirds (65 percent) of parents claimed to have seen either of the two ads or heard of this blitz through advertising, materials or promotions. This level of advertising awareness is the highest recorded for all of the seat belt blitzes.

Individually, more parents (57 percent) claimed total awareness (unaided and aided) of the “Secure Your Valuables” advertising, with 42 percent reporting awareness of the “Hey Daddy, Click It or Ticket” ads. These levels are high, but are mainly due to general and not “specific confirmed” awareness. When both of the ads were specifically described to the parents, only 9 percent reported awareness of the “Valuables” ad and 15 percent of the “Hey Daddy” ad.

New awareness of the OPO program continued to be generated. Of all the parents surveyed,, 43 percent had previous awareness and another 22 percent were newly made aware of the program due to the blitz.

Sources of Awareness

The results indicate that the media strategy of using paid billboards and radio was successful, as claimed recall of the ads was the highest of any parents’ seat belt blitz campaign, along with higher mentions of radio and billboards as sources of awareness.

As mentioned, a high percentage (65 percent) of parents claimed to have seen the advertising, either “Valuables” or “Hey Daddy.” As usual, television had the highest recall (32 percent), even though there were no paid TV ads. Recall must be based on earned media efforts.

Recall of radio and billboard advertising were the highest yet, especially for billboards. Radio advertising was recalled by 27 percent of all parents, with 23 percent recalling billboards. The previous high for billboards was 7 percent.

Advertising Recall

Among those aware of the campaign, the advertising communicated the intended dual key copy points of “children need to buckle up/seat belts save children’s lives” and “parents need to buckle up/’click it or ticket’ because it’s the law.” However, the replay of specific elements of either of the ads and the intended messages were somewhat lower than in previous blitzes. This may be due to having the two ads and splitting the coverage and emphasis. That plan may have diluted the potential overall effect of either ad individually.

Impact of Message

The dual message campaign appears to have had a positive impact on affecting parents and their children's usage of seat belts. The emotional appeal of "Secure Your Valuables" seemed to have a stronger reach and effect than the "enforcement" message of "Hey Daddy, Click It or Ticket" but both seemed to attract attention.

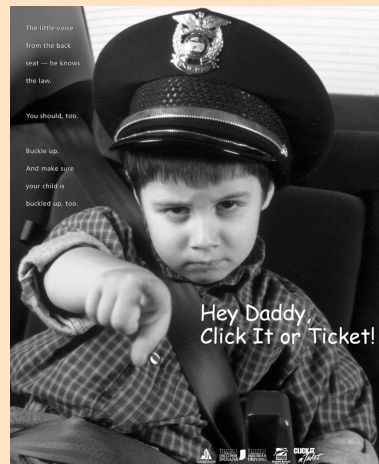
"Secure Your Valuables"

A good portion (37 percent) of the respondents exposed to the "Valuables" message and promotion reported it had an effect on their children's usage of seat belts. This accounts for 21 percent of all the targeted parents. Additionally, 32 percent reported the advertising affected their children's usage and 21 percent of the "aware" parents are buckling up their children more often due to the "Secure Your Valuables" advertising.



"Hey Daddy, Click It or Ticket"

Fewer (21 percent) of the parents exposed to the "Click It" message and promotion reported it had an effect on their usage of seat belts. This accounts for 9 percent of all the targeted parents. However, 29 percent reported the advertising affected their usage and 29 percent of these "aware" parents are themselves buckling up more often due to the "Click It" advertising.



NOTE: MARKET VALUE FOR RADIO WAS CALCULATED USING MARKET VALUE OF THE POSTED COST PER POINT AVERAGES FOR QUARTER ONE 2001 (SQAD DATA) AND OUTDOOR MARKET VALUE WAS CALCULATED BASED ON OUTDOOR RATE CARDS BY MARKET.

MEDIA CAMPAIGN SUMMARY

RADIO	
Total radio placement cost:	\$9,602.00
Total market value for radio spots:	\$18,217.91
Total earned value of radio spots:	\$8,615.91
Total number of spots:	317
Total paid:	253
Total bonus:	64
OUTDOOR	
Total outdoor placement cost:	\$7,481.00
Total market value for outdoor:	\$13,721.00
Total earned value of outdoor:	\$6,240.00
Total number of boards:	25
Total paid:	17
Total bonus:	8
CAMPAIGN	
GRPs:	3,427.50
Impressions:	886,000
Average frequency:	10.6
Average reach:	52.98%
Cost per impression:	\$0.02
Total Blitz 26 media placement cost:	\$17,083.00
Total market value of media:	\$31,938.91
Total earned value of media:	\$14,855.91
TELEVISION	
Earned air time:	1,275 seconds
Earned impressions:	402,000
Total earned value:	\$10,368.53
NEWSPAPER	
Circulation:	1,369,011
Total earned value:	\$15,730.68

BLITZ 27 SAVED LIVES BY "STRIKING OUT"**Operation Pull Over showed young drivers the correct way to get a "strike."**

During Blitz 27, OPO and many community members teamed up to "Strike Out Against Underage Impaired Driving." OPO paired community leaders, media, youth and law enforcement on bowling teams which competed for prizes. The competition for first place was fierce in every city. The first place team was awarded an official OPO "Click It or Ticket" bowling pin.

The goal of Blitz 27 was to raise awareness of the problems of underage drinking and driving. Through the efforts of this tour, OPO hopes we encouraged safer driving habits at a young age and, in turn, promote healthier driving behavior throughout the rest of one's life.

**B27**

NOTE: MARKET VALUE FOR RADIO WAS CALCULATED USING MARKET VALUE OF THE POSTED COST PER POINT AVERAGES FOR QUARTER ONE 2001 (SQAD DATA) AND OUTDOOR MARKET VALUE WAS CALCULATED BASED ON OUTDOOR RATE CARDS BY MARKET.

MEDIA CAMPAIGN SUMMARY

RADIO	
Total radio placement cost:	\$15,378.38
Total market value of radio spots:	\$37,167.01
Total earned value of radio spots:	\$21,789.00
Total number of spots:	584
Total paid:	467
Total bonus:	117
CAMPAIGN	
GRPs:	1,271.7
Impressions:	479,600
Average frequency:	6.7
Average reach:	25.42%
Cost per impression:	\$0.03
Total placement cost:	\$15,378.38
Total market value of radio spots:	\$37,167.01
Total earned value of radio spots:	\$21,789.00
TELEVISION	
Earned air time:	271 seconds
Earned impressions:	51,000
Total earned value:	\$954.27
NEWSPAPER	
Circulation:	
Total earned value:	\$20,416.63

"FAMILY TRAVEL ZONES" WERE SET UP BY OPO AND LAW ENFORCEMENT**Families were reminded to "Click It or Ticket" on summer vacations.**

Operation Pull Over visited local parks and zoos across the state during Blitz 28. Summer is a time for family, friends and vacations. It is also one of the most traveled times of the year. Families were reminded to "Click It or Ticket." For your family's safety, the law will be enforced.

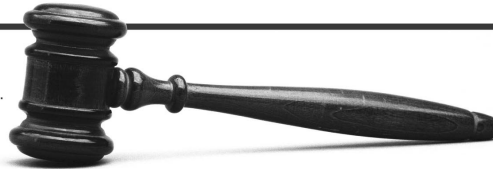
During the four-city tour, OPO staff and local law enforcement set up "Family Travel Zones." The first 200 vehicles through the "Zone" had the opportunity to receive a family travel pack.

One of the greatest achievements during the Blitz was seeing most everyone who entered the park or zoo was buckled up!!! OPO's observational survey showed nearly 85 percent of those who entered the park were properly restrained!!! That figure includes those driving pickup trucks. Obviously, law enforcement is doing its job.

CLICK IT OR TICKET

Buckle up. It's the law.

And for your family's safety, it will be enforced.

www.in.gov/cjiWatch for increased traffic enforcement **August 26 – September 8.**

B28

MEDIA CAMPAIGN SUMMARY

RADIO	
Total radio placement cost:	\$13,513.96
Total market value for radio spots:	\$19,173.10
Total earned value of radio spots:	\$5,659.14
Total number of spots:	349
Total paid:	279
Total bonus:	70

MOVIE THEATRE	
Total movie ad placement cost:	\$8,060.00
Total market value for movie ads:	\$10,881.80
Total earned value of movie ads:	\$2,821.80
Total number of theatres:	13
Total number of screens:	162

CAMPAIGN	
Total impressions:	4,059,420
Average frequency:	4.35
Average reach:	24.62%
Cost per impression:	\$0.01
Total Blitz 28 placement cost:	\$21,573.96
Total market value of campaign:	\$30,054.90
Total earned value of campaign:	\$8,480.94

TELEVISION	
Earned air time:	205 seconds
Earned impressions:	182,000
Total earned value:	\$1,697.33

NEWSPAPER	
Circulation:	318,122
Total earned value:	\$24,845.88

MEDIA CAMPAIGN EXTENSION SUMMARY

RADIO	
Total radio placement cost:	\$13,887.20
Total market value for radio spots:	\$22,551.53
Total earned value of radio spots:	\$8,664.33
Total number of spots:	383
Total paid:	306
Total bonus:	77

OUTDOOR	
Total outdoor placement cost:	\$61,855.00
Total market value for outdoor:	\$110,841.00
Total earned value of outdoor:	\$48,986.00
Total number of boards:	147
Total paid:	85
Total bonus:	62
134 total posters	(74 paid; 60 bonus)
13 bulletins	(11 paid; 2 bonus)

CAMPAIGN	
GRPs:	11,432.4
Impressions:	2,686,200
Average frequency:	13.43
Average reach:	46.75%
Cost per impression:	\$0.03
Total Blitz 28 extension placement cost:	\$75,742.20
Total media value of campaign:	\$133,392.53
Total earned value of campaign:	\$57,650.33

NOTE: MARKET VALUE FOR RADIO WAS CALCULATED USING MARKET VALUE OF THE POSTED COST PER POINT AVERAGES FOR QUARTER ONE 2001 (SQAD DATA), MOVIE AD MARKET VALUE WAS CALCULATED BASED ON RATE CARDS FOR EACH THEATRE IN EACH MARKET, AND OUTDOOR MARKET VALUE WAS CALCULATED BASED ON OUTDOOR RATE CARDS BY MARKET.

OPO BANQUET

Each year the Council recognizes the efforts of the Operation Pull Over agencies with an awards banquet. Held November 17, 2000 at the Ramada Inn Airport, approximately 350 people enjoyed lunch, video presentations and motivational speakers.



Four quarterly Traffic Safety Champions were recognized with plaques, OPO polo shirts and expenses paid to the Lifesavers conference in Denver. Fiscal year 2000 champions were:

Blitz 21 - John Araque, Steuben County SD

Blitz 22 - Brian Maxey, Michigan City PD

Blitz 23 - Rachael Lee, Clark County SD

Blitz 24 tie - Ken Hendrickson, Randolph County SD and Chris Shaneyfelt, Winchester PD.

Awards are based on each department's blitz results, monitoring scores and total effort. Award funds can be spent on overtime, direct cost items or equipment. Grand champions receive \$4,000 and regional winners receive \$2,000. Categories are small, medium and large police departments and small and large sheriff departments.

Grand Champions for FY2000 were:

Small Police Department - Pendleton Police Department

Medium Police Department - Saint John Police Department

Large Police Department - Fort Wayne Police Department

Small Sheriff Department - Henry County Sheriff Department

Large Sheriff Department - Madison County Sheriff Department

North Region winners:

Small Police Department - Knox Police Department
 Medium Police Department - Peru Police Department
 Large Police Department - Elkhart Police Department
 Small Sheriff Department - Fulton County Sheriff Department
 Large Sheriff Department - Grant County Sheriff Department

Central Region winners:

Small Police Department - Lapel Police Department
 Medium Police Department - Martinsville Police Department
 Large Police Department - Lafayette Police Department
 Small Sheriff Department - Wayne County Sheriff Department
 Large Sheriff Department - Delaware County Sheriff Department

South Region winners:

Small Police Department - Aurora Police Department
 Medium Police Department - Seymour Police Department
 Large Police Department - Evansville Police Department
 Small Sheriff Department - Jefferson County Sheriff Department
 Large Sheriff Department - Clark County Sheriff Department

Dan Towery tells banquet attendees about the drunk driver who killed his daughter and how their efforts to remove impaired drivers do make a difference.



The Indiana State Police also participates in the award process. First place of \$4,000 was awarded to District 51 Pendleton. Second place of \$2,000 was awarded to District 35 Evansville. The Indiana State Excise Police were also recognized for their efforts to reduce underage drinking with a \$3,000 award.

Impaired Driving

DUI: TASKFORCE INDIANA

A new law enforcement effort to take impaired drivers off Indiana roadways, arrested 312 impaired drivers in July.

The program, sponsored by the Governor's Council on Impaired & Dangerous Driving, was kicked off the same day a new law went into effect making it illegal for motorists to drive with a blood-alcohol content of 0.08 percent or above.

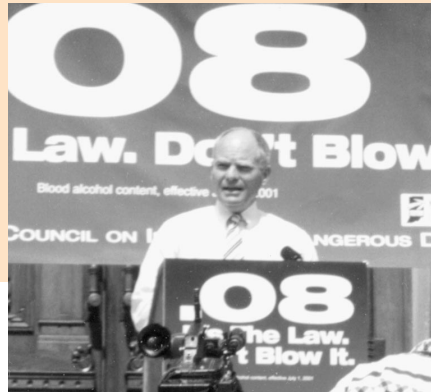
Police officers in nine counties, including 39 police departments, seven sheriff departments and the Indiana State Police, participated in the first wave of DUI: Taskforce Indiana. "This program is saving Hoosier lives—one father, one mother, one child at a time," said Jerry McCory, director of the Council.

In the first month of the taskforce, 312 additional arrests were made for DUI offenses. Nine drivers had blood-alcohol levels of 0.08 percent or 0.09 percent. These arrests were made from the extra patrols working in the DUI: Taskforce Indiana program. In the first phase, the council funneled \$500,000 to departments for overtime pay and equipment.

"Statewide, we were able to have law enforcement officers on the street, protecting Hoosiers for 990 more hours," McCory said.

A statewide public-awareness campaign launched just prior to July 1 forewarned Hoosier motorists that enforcement was being stepped up. The slogan was "You drink, you drive, You LOSE—.08 It's the Law. Don't Blow It."

"DUI: Taskforce Indiana allows our officers to go above and beyond our normal enforcement efforts to remove impaired drivers from our streets," said Lt. Don Bickel of the Marion County Traffic Safety Partnership.



Lt. Governor Joe Kernan addresses the crowd. Press conferences were held around the state in June to remind motorists about .08 and to announce the formation of DUI: Taskforce Indiana.

OVERVIEW

Alcohol-related crashes claimed 237 in Indiana in the year 1999. It seemed that Indiana residents had become desensitized to the tragedies of drunk driving because they heard about them so often.

The Governor's Council on Impaired & Dangerous Driving (Council) wanted to resensitize Hoosiers and remind them about the deadly consequences of impaired driving.

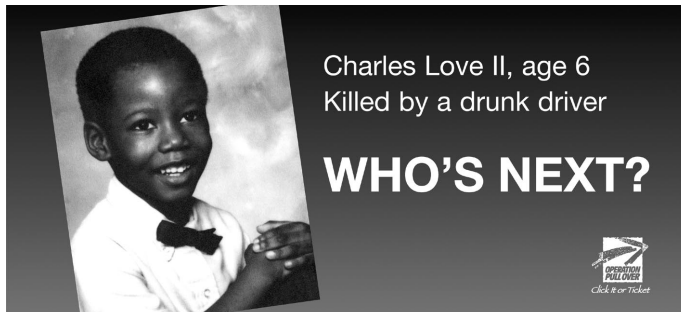
Unfortunately, lives were lost to create the campaign the Council had developed to bring awareness among Hoosiers. The campaign asked "Who's Next?" The Council used real Indiana victims on billboards and other outdoor advertisements around the State to make Hoosiers aware of the dangers of driving while intoxicated.

The campaign worked.
"We made the best of a
tragedy," said Jerry McCory,
director of the Council.

The Council was flooded with calls from teenagers, parents, grandparents and businesses inquiring about the billboards. People wanted to know what they could do to help. And, apparently the ads had an effect on how lawmakers viewed the measure to stiffen Indiana's law by lowering the drunken-driving threshold to .08 percent blood-alcohol content from the previous .10 percent.

Indeed, State Senator Ronnie Alting, R-Lafayette, had reported in an interview with the *Lafayette Journal & Courier* that he cast his vote to move the measure forward after looking at billboards put up in his district. "It was very difficult for me to vote any other way when you see those billboards," Alting reported to the paper. Two years previously he had led the charge against .08 percent legislation.

After 11 years of debate in the Indiana General Assembly, Governor Frank O'Bannon signed legislation on May 9 that lowered the drunken driving threshold in Indiana. "Alcohol-impaired driving is no accident. It's preventable. It's a crime that can kill."



The Council made the tragedies of drunk driving real for Hoosiers. The next step was to remind Hoosiers exactly how real .08 was and to remind Hoosiers that they better not "blow it!" The Council's goal was to inhibit driving after drinking in order to increase highway safety and saves lives on Hoosier roadways.

The last three days in June, the Council conducted news conferences across the state to announce the new campaign and its enforcement partner, DUI: Taskforce Indiana.

Headlines and new stories began with "Drivers beware . . .". As July 1 approached, the Council launched the ad campaign with the slogan ".08. It's the law. Don't blow it." The slogan appeared on the same red gradient background as Who's Next. New stories often referred to the old boards coming down and the new ones going up with a vengeance.

The slogan is simple and to the point and the Council hoped people would think twice. The campaign was geared to make people stop and reconsider a third drink at dinner. To date, it appears to be working. The radio advertisement was in full force for a week prior to the new law taking effect and for two weeks following.



No press release was written. The billboards and other outdoor advertisement criss-crossed the state and generated their own news stories.

Placement costs for the combined campaigns were approximately **\$250,000**. In return the Council received the following impressive coverage:

TELEVISION

Over 3 million people were reached via television from coverage stemming from February through July 2001 on the Council's impaired driving efforts. Estimated value of this earned media nears \$200,000.

OUTDOOR ADVERTISEMENT

Total impressions for both campaigns equal 4,992,000. Gross impressions are the amount of exposures an advertising message will receive. This does not indicate the number of different people to which the message will be exposed. The Council also received 131 bonus spots from outdoor vendors. Estimated value the Council received was \$171,312.

RADIO

The .08 radio spot alone included 908 paid spots and 228 bonus spots for a total of 1,136. Total impression for radio listeners reached 7,104,000. The value of the bonus spots totaled \$13,000.

NEWSPAPER

The Council's impaired driving efforts netted an ad value worth over \$250,000 and a circulation reach of over 11 million.

The tragedies of impaired driving unfortunately are what helped make this campaign a success. The feedback from Hoosiers was phenomenal. Outdoor companies also received feedback directly, which convinced them to keep the billboards up longer than stipulated in the contract. Impressive television and print coverage over a long period of time also kept the issue poignant. Indiana is on its way to reducing the number of fatalities due to alcohol-related crashes.



***you drink
& drive
you LOSE***

UNDERAGE DRINKING AND SALES

The **Indiana State Excise Police** runs the Cops in Shops (CIS) and the Stop Underage Drinking and Sales (SUDS) programs. These overtime enforcement projects focus on underage drinking in Indiana. This past year, the CIS program held 184 enforcement details, which resulted in the arrest of 304 individuals on various charges ranging from minors entering a package store, adults furnishing alcoholic beverages to a minor, and possession or use of false identification.

The CIS program continues to be a proactive effort with the assistance of shop owners who request the assistance of the Excise Police. The owners are very rarely cited for any infractions when the Excise Police are present due to the owners recognizing there is a problem and have in fact, requested the help of the Excise Police. This year, the Excise Police were able to break up a sophisticated statewide false identification operation with contacts on every major college campus.

The SUDS overtime program targets large events where the possibility of underage drinking continues to be a focus. Verizon Music Center, The Indianapolis Motor Speedway, or large underage drinking parties reported by the public are a few of the sites where SUDS was able to be effective. There were 541 arrests made for underage drinking along with an additional 641 arrests made under this program during the past year. Events at the college campuses continue to be a priority of the Excise Police and the SUDS program. Every effort is made to schedule enforcement efforts around major events at the universities and colleges.

THE FATALITY ANALYSIS REPORTING SYSTEM (FARS) is a computerized file containing data on all fatal traffic crashes occurring each year within the 50 states, the District of Columbia, and Puerto Rico. FARS files help identify traffic safety problems and solutions that help to evaluate the effectiveness of motor vehicle safety standards and highway safety programs. The percentage of BAC testing among drivers involved in fatal motor vehicle crashes for FY1999 in Indiana was at 60.0 percent versus the national average of 44.6 percent. According to the FARS database, 31 percent of all fatalities had the presence of alcohol in 2000, 33.8 percent in 1999, 39.2 percent in 1998, and 33 percent in 1997. This downward trend can be attributed to effective enforcement and public information and training.

IMPAIRED-DRIVING TRAINING

Indiana Law Enforcement Academy (ILEA) administers the *Standard Field Sobriety Testing* (SFST) and the *Drug Evaluation and Classification* (DEC). These training programs focus on the approved Field Sobriety procedures that officers use during the investigative phase of Impaired Driving. The SFST main focus is on alcohol use with the DEC program taking into account all the training utilized for alcohol detection, but with further testing by the arresting officer can detect drug usage. Since it's beginning, more than 3,000 Indiana Law Enforcement personnel have been trained. ILEA also provides office space for the Statewide SFST/DEC Coordinator. This person acts as the lead instructor for all impaired-driving training programs for the state.

During FY2001, 1,642 law enforcement officers were trained in SFST with approximately 700 more scheduled for FY2002. There are a total of 167 SFST Instructors throughout the state with 54 officers trained this year alone. At any given time, there could be three to four training classes ongoing in the state with two to three instructors at each training site. Training is also being held outside of the law enforcement community. Two times a year, the Indiana Prosecuting Attorney's Council sponsors a training seminar with a presentation made to prosecutor's concerning SFST along with the DEC program.

During this fiscal year, the .08 legislation was passed and the SFST program again played a valuable role. Several .08 workshops for civic leaders, state legislators, and the media were held at ILEA's EVOC range.

The Drug Evaluation and Classification (DEC) program continued to grow. Five new instructors were trained and all achieved their national certification as instructors. A re-certification class was also held this year for the current instructors to maintain their national certification. Also in attendance were current Drug Recognition Experts (DRE) who were able to maintain their certifications and also be updated on current drug trends. The DEC class had 23 officers in attendance with all being able to achieve their certification for the first quarter of FY2002.

The statewide SFST/DEC Coordinator has been very active throughout the state in attending training classes, presenting information concerning the Drug Identification Training for Education Professionals (DITEP) program, and being named the Region Chair for the DEC Region II. The Coordinator has also been contacted by prosecutors for assistance whenever a challenge is raised concerning SFST/DRE.

THE INDIANA JUDICIAL CENTER developed and updated a curriculum for serious (.17 or > BAC) or repeat DUI offenders and for the evaluation of drug control programs. The new program, called "Primed for Life-Indiana" is comprised of 51 Court Alcohol and Drug Programs geared to reduce the DUI recidivism rate.

The Judicial Center chose the curriculum and training provided by Prevention Research Institute (PRI), which is a nonprofit organization from Lexington, Ky. This base of study is a result of over 15 years of alcohol and drug research and research on persuasive communication techniques. The training program is broken down into five (5) stages. During this year, stages one (1) and two (2) were successfully completed. The results of this program will assist the Judicial Center in the development of an advanced program of instruction aimed at changing the behavior of, and thus reducing, repeat offenders. The objectives are to initially train instructors to further teach this program throughout the state. There were five (5) regional training workshops that were held from January 2001 through July 2001. These workshops trained 115 instructors/program directors, who in turn will be utilized to train other Drug Court personnel. Throughout the training, other agencies involved with Drug and Alcohol addiction have attended the workshops and have developed partnerships with the Judicial Center to assist in the training.

Police Traffic Services

INDIANA STATE POLICE ENFORCEMENT

The Council funds the Indiana State Police (ISP) to conduct four comprehensive statewide enforcement programs. Statewide Driving Under the Influence Enforcement Project (SWDUIEP) focuses on impaired driving using saturation patrols and, until November 2000, sobriety checkpoints. High Performance Vehicle (HPV) project targets specific events and highways that have high volumes of traffic and high crash rates. Chevrolet Camaros will be out looking for aggressive drivers. Selective Traffic Enforcement Project (STEP) targets all types of dangerous driving during peak travel periods. Combined Accident Reduction Enforcement (CARE) focuses traffic safety enforcement around the major holidays. ISP also participates in the Operation Pull Over blitzes.

Enforcement results for each project:

CARE	
• traffic arrests	7,535
• contacts per hour	2.33
• citations per hour	1.42
• occupant protection citations	2,651
• percent occupant protection citations	34.85%

SWDUIEP	
• traffic arrests	6,008
• DUI arrests	539
• DUI arrests per hour	.083
• occupant protection citations	2,260
• percent occupant protection citations	39.03%

STEP	
• traffic arrests	13,133
• contacts per hour	2.40
• citations per hour	1.39
• occupant protection citations	6,038
• percent occupant protection citations	47.0%

HPV	
• truck citations	1,593
• truck citations per hour	.83
• moving citations	6,050
• moving citations per hour	2.51
• occupant protection citations	1,723

THE INDIANA 2001 TRAFFIC SAFETY CONFERENCE was funded and sponsored by the Governor's Council on Impaired & Dangerous Driving. This first annual conference was held April 18-20, 2001. Over 170 law enforcement personnel took advantage of this two and one-half day training conference that featured various workshops dedicated to reducing death and injuries on Indiana roadways. Safety topics ranged from occupant protection strategies, detection of impaired driving, conducting complete and professional traffic stops, legal updates, media training, Criminal Justice Institute grants and resources, and drugs that result in impairment.

An executive track was offered to Police Chiefs and Sheriffs which dealt with issues specifically to upper management personnel. Attendees were offered different "Tracks" to ensure the utmost training was available to them. The Council invited many experts in their field to conduct the workshops along with various statewide law enforcement instructors. The Drug Enforcement Administration held a workshop concerning RAVES and their ever-growing presence in the United States. Field agents with the DEA that were involved in a highly publicized "Club Drug" investigation in the southern United States taught this course.

A half-day was also dedicated to a public information and education track to educate law enforcement in how to get a consistent and effective message to the media.

Another highlight was the course offered on Racial Profiling that was taught by a national representative of the National Organization of Black Law Enforcement (NOBLE). This course covered various topics, which included data collection, vehicle stops with a preconceived bias, and discussion concerning actions taken by administrators to ensure fairness of all traffic stops.

GRANT-TRAINING WORKSHOPS

Each summer the Council hits the road to conduct mandatory grant-training workshops for local law enforcement agencies wishing to participate in Operation Pull Over. The state staff presents the Council's goals and objectives, federal and state initiatives, crash statistics, enforcement best practices, training opportunities, grant and reporting requirements, public information and education best practices and questions and answers. This year over 240 agencies were represented to provide feedback on Operation Pull Over and other traffic safety topics. Trainings were held in Jasper, Scottsburg, Crawfordsville, Valparaiso, Fort Wayne and Indianapolis.



TRAFFIC RECORDS

Purdue University

The Council utilizes the expertise of Purdue University, Center for the Advancement of Transportation Safety (CATS) to analyze, evaluate and assist in the state's traffic records data. CATS assist both state, county and municipal law enforcement agencies, and other traffic safety advocates with requests and interpretation of data. The major projects CATS assists the Council with include:

- Traffic Records Committee coordination and facilitation
- Pilot-test the newly developed crash form
- Development and dissemination of the Crash Facts Book
- Analyzing Indiana's Observational Seat Belt Survey Data
- Assisting with the development of Indiana's Performance Goals
- Specialized Research
- Crash Data Web-based access
- Evaluation and analysis of OPO monitoring reports

Community Traffic Safety Programs

ONE DOT REGION V CONFERENCE TRAINING

Indianapolis was host for the annual Region V Conference February 20-22, 2001. Approximately 115 people participated in the two and one-half day conference. This conference provides the states with opportunities to share information at a peer-to-peer level, set priorities for future programming, discuss national priorities and how they may benefit each state.

2001 CONFERENCE

Many Voices One Vision Valuing Differences & Building Strong Communities.

On August 29-31, 2001, over 1,000 people attended the 2001 conference hosted by the Governor's Council on Impaired & Dangerous Driving, Governor's Commission for a Drug-Free Indiana, FSSA/Indiana Division of Mental Health and Addiction, Indiana Prevention Resource Center, Center for Applied and Prevention Technology, Indiana Prevention Resource Center, Indiana Department of Education, Indiana Judicial Center and the Indiana Criminal Justice Center.

This year's conference featured renowned author, scholar and social critic, Dr. Bertice Berry who encouraged attendees to "heal the village" by attacking public health and safety from a community perspective; Mr. Mohammed Bilal, one of the original cast mates of MTV's *The Real World* who spoke on youth/adult partnerships; and William Cope Moyers, acclaimed journalist and president of the Johnson Institute Foundation. Moyers spoke on placing a face on recovery and addictions.

Over the course of the three-day conference, attendees were provided with an atmosphere that encouraged networking, facilitated learning and provided a myriad of workshops in the arena of traffic safety, alcohol, tobacco and other drugs, coalition building, media advocacy/social marketing, youth development, judicial and criminal justice-related issues.

The workshop topics ranged from understanding legislative updates, which focused on how Indiana, through the help of its strong grassroots network, successfully passed a reduction of the state's per se BAC level to .08, best practices in DUI, the effects of age and mobility, drowsy driving, using social marketing and media advocacy and learning about cultural competency as it relates to public health and safety.

In addition, 41 exhibitors and six advertisers had an opportunity to showcase their products and services.



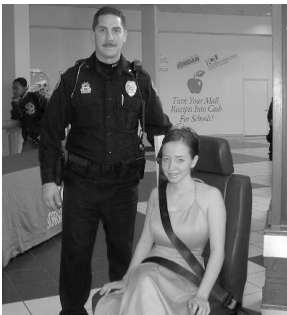
SAFE COMMUNITIES

It wouldn't hurt to live in a safe community.

The Governor's Council on Impaired & Dangerous Driving "Indiana Safe Communities" initiative is currently in its second and third year of implementation. Indiana is making great strides to involve the citizens, expand partnerships, and collect comprehensive data.

As Indiana continues to target the top 16 counties, which make up 64 percent of the state's personal injuries, we are excited to announce a total of nine Safe Communities in place. Four of the nine counties serve as host counties. Host counties will provide leadership and technical assistance for those counties which are in their early stages. These counties will be responsible for collecting monthly reports and distributing funds to the counties they are assigned. Each host county can assist up to two counties. The targeted host counties are Lake, Elkhart, Marion, Vanderburgh, Vigo, and St. Joseph. The foundation has been laid with St. Joseph, Marion, Vanderburgh, and Vigo Counties. These counties represent Indiana well. Indiana's program presented at the National Lifesavers Conference.

A Safe Communities Advisory Council that consists of 30 members ranging from youth to the media was developed. This council will assist in saturating Indiana communities with our message of "Striving to become a safer community" campaign and identify our top 10 injuries.



St. Joseph County

St. Joseph has found females in the age group 15–19 years are injured at a much higher rate than any other age group either male or female. The coalition is using this information to enhance presentations by School Resource Officers to high school students. They are making the point that high school girls should always use their seat belts.

Marion County Safe Communities

Demographically, Marion County is home to Indianapolis, the twelfth largest city in the nation. In addition to Indianapolis, there are 10 smaller municipalities located within the county. The county is 98 percent urban, and as of 1999, statistics show a population of 813,670 (14 percent of the state's population). As of 2000, the county's racial breakdown is 68.9 percent white, 24 percent African-American, 3.9 percent Hispanic and 1.4 percent Asian American.

Marion County Safe Communities answers the statistics of "increasing number of minorities" by building relationships. The county held a family night, which targeted the growing Hispanic population. Marion County Safe Communities also continues to overcome the barriers of collecting data by partnering with several major hospitals, rehabilitation agencies, etc. This county raised awareness about the dangers of driving in a congested, high-volume area, by teaming up with State Farm to address the top 10 dangerous intersections.

Vigo County Successes

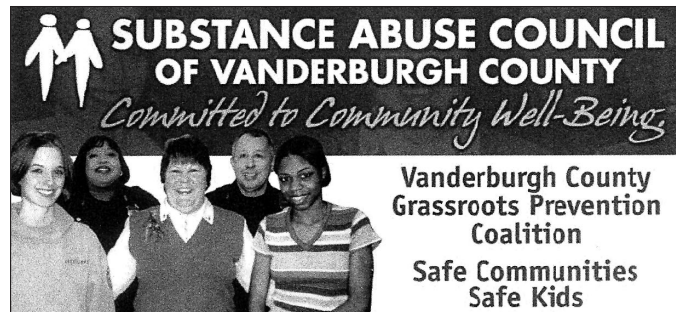
Vigo County Safe Communities in partnership with SAFE KIDS was established in 1995 to work towards preventing unintentional injury to residents of the Wabash Valley. Although they have strive to reduce preventable injuries within all age groups, their coalition has narrowed their focus to target dangerous intersections. They spent a great deal of time and energy convincing the County Commissioners to change the timing of a light at a high crash intersection. This effort was successful.

Vigo County has continued to solicit additional partnerships and funding to offset their cost. They have approach Eli Lilly as well as partnering with Sullivan Ford to assist with their child safety seats events.

Vanderburgh County

VC Safe Communities has ads in three bus benches, three bus shelters and three back of bus signs. The billboard has been up for six months.

Other counties that are doing an extraordinary job are, Madison, Johnson, Lake, LaPorte, and Porter. We look forward to reaching our goal of 16 counties by 2003.



NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY (NETS)

NETS believes the most effective delivery mechanism for reaching employees and influencing their behavior is through the workplace. The employer has the unique ability to dictate policies and procedures as a condition of employment. In addition, employees serve as a captive audience, for training and educational programs in the workplace. Employers can encourage and reward safe driving practices.

In 2000 NETS proven results were demonstrated through Security Link From Ameritech by implementing the 12-month seat belt program. Their seat belt usage rose from 70 percent in 1998 to 92 percent. The corporation's direct cost savings were approximately \$171,000. One example was on June 8, 2001, Eddie Blevines, a GM United Auto Worker employee, left work when the paint of the Buckle up stencil reminded him to buckle up. Two miles down the road; his pickup truck was struck on the driver's side by a tractor-trailer. His vehicle was totaled, but since he wore his seat belt, he was able to walk away with minor injuries.



Indiana NETS members receive annual planning calendars, chock-full of safety tips, themes, and seasonal ideas to promote traffic safety. What's more, members receive quarterly planners with camera-ready artwork to use for posters, paycheck stuffers, and newsletter articles.

- Two Seminars (Traffic Safety Management Seminar and Model Traffic Safety Seminar)
- Quarterly newsletters
- Eligibility to receive fleet insurance discounts
- Access to video library and other materials

The NETS Coordinator made various presentations by request throughout the year covering the following topics: air bag safety; anti-locking braking systems; cellular phone safety; bystander care; construction zone safety, driver fatigue, evasive spacing and defensive driving, techniques, how to share the road, parking lot safety, road rage (aggressive driving), seat belts and child safety seats, winter driving tips, and travelling safely.

A Twelve-Month Buckle Up Program was developed for employers to implement in their workplace. The manual provides a month-by-month comprehensive, ready-to-implement program perfect for companies who have little time to devote to delivering effective traffic safety information creatively. The program was launched during January 2000. Results from the program will be available in February 2002.

Youth

INDIANA POINT OF YOUTH: DEVELOPING ADVOCATES FOR SAFE COMMUNITIES

Indiana Point Of Youth: Developing Advocates for Safe Communities is a youth advisory group to the State's decision makers on substance abuse and public safety issues. Much like the Commission and Council's adult Steering Committees, this group of young people from around the state advises the Governor and General Assembly on substance abuse and public safety issues. They are developing an action plan to implement in their own communities and serve as a link between State policy makers and the youth whose lives are directly impacted by policies surrounding substance abuse and public safety.

The 39 *Indiana Point Of Youth* members that make up the class of 2001-2002 represent 33 different communities in 30 counties of Indiana. They meet nine times on Saturdays throughout the year. They come from very diverse settings and backgrounds including private and public schools. Representing urban and rural environments, they range in age from 14 to 18 years old. Some of them have a lot of experience with advocacy groups and were members of the class of 1999-2000, while others are just beginning to get involved for their own reasons. We are very proud of this impressive group of youth and are excited for the coming year, as well as the years to follow.

Indiana Point of Youth has decided upon three main "mission" points, and four "goals" to achieve this year. These goals were set up at our retreat, and subcommittees were created to achieve them.

MISSION

- 1) Providing a unique perspective to the Governor, Indiana General Assembly and other decision makers on concerns relating to alcohol, tobacco, and other drug use, impaired driving, traffic safety, and problem gambling.
- 2) Developing and promoting a plan of action in the local community and state that addresses these issues.
- 3) Interacting with other youth and civic groups from around the state and nation with similar concerns.

GOALS

Legislative

The legislative subcommittee has several major issues that they are going to work on. They will help introduce legislation to raise the Indiana cigarette tax. This will help to lower teenage smoking. They will also work on responsible server training for all servers, not just 19-21 year olds. They would like to see ignition interlock systems implemented in cars of DUI offenders, at the offender's expense. These goals will be introduced into the Indiana General Assembly.

Public Awareness

The awareness subcommittee will be maintaining the Point of Youth Web site, and continuing to make a monthly newsletter for Point of Youth and other youth and civic groups to keep the public and Commission updated on what Point of Youth is currently working on. They will also inquire about spaces for billboards around the Indianapolis area to promote our group, and a healthy lifestyle.

Over-the-Counter Drugs

The over-the-counter drugs subcommittee will be working on age restrictions for over-the-counter drugs sold to minors. Cough syrup, cold medications, caffeine pills, and other dieting drugs should be included. They will help to raise awareness about the dangers of over-the-counter drugs, which are usually unknown.

Underage Drinking

The underage drinking subcommittee will be working with the Indiana Coalition to Reduce Underage Drinking to help with the Orange Ribbon Campaign. This campaign helps raise awareness of underage drinking. As a youth, by wearing the ribbon, you pledge not to drink until of legal age. As an adult, by wearing the ribbon, you pledge not to provide alcohol to minors. They will also be working on Keg Tracking legislation. This action will help in finding those who provide alcohol to minors.

Traffic Safety

The traffic safety subcommittee will be working on educating the public about the importance of wearing seat belts. They will also be helping with legislation to mandate seat belts for all passengers, all seating positions, and passenger restrictions in the cargo area of vehicles.

YOUTH LEGISLATIVE BREAKFAST

This event brought together students from Indiana Point Of Youth, the Indiana Coalition to Reduce Underage Drinking, Youth As Resources, and Indiana Commission on Community Service and Volunteerism. Students presented on .08 BAC per se, Keg Registration, Youth on School Boards, and Community Restitution versus Community Service in the Criminal Justice System. The students presented to the legislators and other policy makers at a forum with breakfast served. There were over 250 people in attendance as well as over 25 state legislators. The event was held January 10, 2001 at the State House. As a result of this event, Meghan Ruesch, a senior Point Of Youth student from Martinsville High School was asked to testify before the House and Senate committees in support of .08 BAC per se. In addition, Derrick Deaton, a junior Point Of Youth student from Austin High School, testified on behalf of the group in favor of .08 BAC per se. Previously, the Point Of Youth students had collected over 2,500 signatures on petitions throughout the state in support of .08 BAC per se. They also participated in the .08 Task Force created by the Governor's Commission For A Drug-Free Indiana and MADD Indiana.

YOUTH SUMMIT 5 ON ALCOHOL, TOBACCO AND OTHER DRUGS

The Governor's Commission for a Drug-Free Indiana and the Governor's Council on Impaired & Dangerous Driving along with the Indiana Coalition to Reduce Underage Drinking co-sponsored Youth Summit 5 on Alcohol, Tobacco and Other Drugs on February 5-7, 2001. This event brought high school youth from across the state together to discuss strategies to address Indiana's alcohol and drug challenges with local and state leaders. On February 5-7, 2001, 465 high school youth from across the state met at the Central Indiana Conference Center/Holiday Inn in Lebanon to discuss strategies to address Indiana's alcohol, tobacco and other drugs issues with local and state leaders.

Summit participants and youth facilitators worked together to develop a series of recommendations on the issues of alcohol, tobacco and other drug use. Participants heard panel presentations on four topics selected by Indiana Point Of Youth and participated in a question/answer session. The four topic areas were: Impaired Driving, Adult Involvement in Youth Access to Alcohol, Advertising, and Club Drugs/Raves. Immediately following the question/answer session, the youth met in small groups to develop recommendations on each of the topic areas. The Summit participants narrowed the recommendations to the top three overall for each topic area through a voting process. The outcome of Youth Summit 5 was recommendations (three for each topic area) and three overall recommendations. These recommendations were presented to the Governor, state policy makers, and the media at the closing press conference. The recommendations have also been made available to the public following Youth Summit 5.

At the opening session, the First Lady of Indiana, Judy O'Bannon spoke to the students and encouraged them to continue working toward solutions to youth issues in Indiana. This year a Youth Dialogue night was added on Monday, February 5, 2001 from 7:45 – 11:00 p.m. The youth led roundtable discussions with adults on the issues that are important to young people, such as access to alcohol, tobacco, and other drugs; impaired driving; and youth involvement in solutions to the problems.

With this year's Summit press conference, it coincided with the Local Coordinating Council Legislative Day. This made a greater impact on our legislature as we converged on the State House as a united force. The Governor of Indiana, Frank O'Bannon, accepted the students recommendations and spoke to both youth and adults about the importance of grassroots efforts in legislative efforts.

A map of Indiana showing its 92 counties, grouped into six regions. The regions are defined by thick black outlines and labeled in large, bold, black text. The counties are labeled with their names in all caps. The regions are:

- Northwest:** Includes Lake, Porter, Jasper, Newton, Pulaski, Starke, Marshall, Fulton, Cass, White, Benton, Warren, Tippecanoe, Clinton, Carroll, Howard, Grant, Blackford, Jay, and Adams.
- Northeast:** Includes Elkhart, Lagrange, Steuben, Noble, DeKalb, Whitley, Allen, Huntington, Wells, and Adams.
- West Central:** Includes Fountain, Montgomery, Boone, Hamilton, Parke, Putnam, Hendricks, Marion, Morgan, Johnson, Vigo, Clay, Owen, Sullivan, Greene, Knox, Davess, Martin, Lawrence, Orange, Washington, Scott, Clark, Gibson, Pike, Dubois, Crawford, Harrison, Floyd, Posey, Vanderburgh, Warrick, Spencer, and Perry.
- East Central:** Includes Madison, Delaware, Randolph, Henry, Wayne, Hancock, Rush, Fayette, Union, Franklin, Decatur, and Dearborn.
- Southwest:** Includes Gibson, Pike, Dubois, Crawford, Harrison, Floyd, Posey, Vanderburgh, Warrick, Spencer, and Perry.
- Southeast:** Includes Monroe, Brown, Bartholomew, Jackson, Jennings, Ripley, Dearborn, and Switzerland.

The Regional Offices of the Governor's Commission for a Drug-Free Indiana provide technical assistance in the area of traffic safety to many groups within the 92 counties in the state of Indiana. The 24 regional consultants provide a focal point for technical assistance, information dissemination, project and grant development and review, and community network building for impaired driving, safe communities, seat belt, and other alcohol and drug traffic safety related issues. The continued and increased use of this office for traffic safety initiatives has offered a cost-effective way to provide needed technical assistance, traffic safety information and project resources to communities statewide. This has resulted in a reduction of duplication at the state level and maximization of the use of the joint Commission/Council staff resources to benefit communities in Indiana.

SAFETY LEADERSHIP TEAM ACCOMPLISHMENTS FOR FISCAL YEAR 2001

The Leadership Team for Surface Transportation Safety in Indiana was established in March 2000. Safety is a priority in Indiana. This effort was initiated to reduce the number of injuries and fatalities on Indiana's surface transportation network.

In December 2000, the U.S. Secretary of Transportation, Rodney Slater, joined the I I agency heads in signing a charter for the team to promote the effort as a national model for agency coordination at the leadership level.

The team has developed a Safety Plan, which identifies opportunities for working together, and reducing Indiana's crashes and fatalities. The following is a list of accomplishments for this year:

- A Speakers Packet has been developed.
- A Speakers Bureau is being developed.
- A Public Safety Video to be played in BMV lobbies has been developed.
- Increased youth education with the "NO-ZONE".
- The team has continued coordination with the Traffic Records Steering Committee to support the progress being made to improve the crash data information.

An intangible benefit, the most significant benefit, of the team has been the increased communication on activities that have traditionally not been coordinated. The formulation of the team is keeping traffic safety on the forefront of the agency leaders' priorities.

2001 Safety Leadership Team.



TRAFFIC-SAFETY RELATED LEGISLATION**2001 INDIANA GENERAL ASSEMBLY**

The leadership and hard work of individuals and organizations throughout Indiana and our networks made these successes happen. The Governor's Commission for a Drug-Free Indiana, the Indiana Point of Youth, and the network of Local Coordinating Councils worked with numerous groups to support policy makers and to make the voice of grassroots Indiana heard at the State House.

At the outset, the Commission, the Council, and Partners made nine recommendations for legislative action.

HEA1618

Blood and breath alcohol concentrations.

TS/ATOD

P Welch, C Brown, T Brown, T Goodin, Wm Ruppel, D Kruse, P Turner

S: S Landske

Effective Date: July 1, 2001

Reduces the 0.10 percent to 0.08 percent the percentage of alcohol concentration equivalent in a person's blood or breath that is necessary to constitute prima facie evidence of intoxication in a prosecution for operating a motor vehicle or watercraft while intoxicated. Reduces the range of percentages of alcohol concentration equivalent in a person's blood or breath that is necessary to constitute relevant evidence of intoxication in a prosecution for operating a motor vehicle or watercraft while intoxicated from at least 0.05 percent but less than 0.10 percent to at least 0.05 percent but less than 0.08 percent. Makes conforming amendments. *Commission/Council recommendation. Several co-authors added. Passed the House, 89-6. HBI 618 passed the second house, 41-8. It was returned to the House with amendments. Rep P Welch concurred with those changes April 19. The Governor signed the bill into law and it became effective July 1, 2001.*

HEA1781 TS/ATOD	Alcohol and controlled substances. E Harris, R Kuzman, G Porter, T Goodin S: S Landske, R Antich, E Rogers Effective Date: July 1, 2001
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Specifies that it is a Class B misdemeanor for a person to be: (1) in a public place or a place of public resort; or (2) in or upon public transportation or in a depot, station, or airport; in a state of intoxication caused by the person’s use of alcohol and or a controlled substance. Requires a person to pay the \$200 alcohol and drug countermeasures fee if: (1) the person is found to have committed the offense of operating a tractor-trailer combination or other vehicle recklessly and the person’s offense involved the use of alcohol or a controlled substance; or (2) the person is found to have committed the offense of public intoxication or intoxication upon a common carrier and the person’s offense involved the operation of a vehicle. Removes a provision that requires a person’s driving privileges to be suspended by a court or the bureau of motor vehicles before the person is required to pay the alcohol and drug countermeasures fee.

SEA466 TS/ATOD	Implied Consent W Alexa, T Wyss H: M Dvorak, D Young Effective date: July 1, 2001
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This legislation requires a law enforcement officer to offer a chemical test to a person who the officer has reason to believe operated a vehicle that was involved in a fatal crash or a crash involving serious bodily injury to determine if alcohol, a controlled substance, or a drug is present in the person’s body. It outlines the procedure for the required chemical test or portable breath testing of driver(s) in fatal crashes or crashes involving serious bodily injury.

Financial Report

FEDERAL FISCAL YEAR 10/01/00 TO 09/30/01

SOURCES OF FINANCIAL SUPPORT

National Highway Traffic Safety Administration	\$18,452,440
State of Indiana Alcohol Countermeasures	\$527,100
Total Revenues	\$18,979,540

PROGRAMMED EXPENDITURES

Administration	\$250,000
Alcohol	\$571,115
Occupant Protection	\$1,340,124
Police Traffic Services	\$642,504
Traffic Records	\$1,855,000
Community Traffic Safety Project	\$984,609
Railroad / Highway Crossings	\$5,000
Safe Communities	\$500,000
Roadway Safety	\$150,000
Total NHTSA Section 402	\$6,298,352
Section 157 Paid Advertising	\$1,662,600
Section 405 Occupant Protection	\$846,851
Section 410 Alcohol	\$3,369,047
Section 411 Data Program	\$455,469
Section 2003B Child Passenger Protection	\$332,551
Open Container	\$236,479
Hazard Elimination	\$5,778,190
Section 154 Open Container	\$6,014,669
Total Expenditures	\$18,979,540

GROUNDWORK IS SET FOR FISCAL YEAR 2002

Council staff annually meets with local and state law enforcement through six regional workshops. During the workshops we listen to their concerns, requests, suggestions, vision and strategies that are working or not working in their communities. This also is a time that the Council announces emerging issues, new policies, best practices as its statewide goals and stresses the importance of the locals' role in assisting the state in achieving those goals. The staff met face-to-face with 240 law enforcement departments statewide to set FY2002 in motion.

The Council also meets with various traffic safety advocates throughout the year to gather and disseminate information. The Council's Advisory Board meets quarterly and makes recommendations to Governor O'Bannon and the General Assembly regarding up-and-coming issues affecting the public's safety in regard to traffic safety.

Moving Indiana's Seat Belt Numbers

Increasing seat belt use is the single most effective and immediate way we can save lives and reduce injuries on Indiana's roadways. The question is, "How do we convince the remaining third of the population to buckle up every time?" The Governor's Council and the National Highway Transportation Safety Administration (NHTSA) believe the answer is "a fully implemented Click It or Ticket campaign." It has been proven and demonstrated time after time that Click It or Ticket campaigns are highly effective and successful in increasing seat belt usage. Evidence of highly successful campaigns includes the campaigns implemented in North Carolina, South Carolina, Michigan

and Illinois. There are currently 14 states that have adopted Click It or Ticket as their campaign theme.

Because of Indiana's dedication and efforts in increasing seat belt usage, NHTSA awarded the Governor's Council on Impaired & Dangerous Driving a Section 157 Discretionary Grant to assist in Indiana's efforts. The grant will enable the Council to implement a full evaluation of the impact of paid media on public awareness and a comprehensive, statistical analysis of the increase in observed seat belt use. Accompanying each wave will be increased enforcement across the state.

The entire grant will cover a 12-month period, however, the paid media, public relations and law enforcement efforts will take place over two waves. Both waves focus on the ABC mobilizations—America Buckles Up Children in November 2001 and May 2002. During both waves, the state will be divided into two campaigns:

1. *Indianapolis media market*
2. *Terre Haute, Evansville, Lafayette, South Bend (including Lake Co.) and Fort Wayne*

During the second campaign (April/May) the following will be implemented:

1. Indianapolis market will have no paid media effort at all, increased law enforcement efforts May 19 – June 1 and public education and awareness efforts April 28 – May 15.
2. The remaining markets will have paid media efforts from May 12 – June 1, increased law enforcement efforts May 19 – June 1 and public education and awareness efforts April 28 – May 15.

Keeping Pace with Impaired Driving

To continue the momentum of the passage of .08 BAC, Indiana is planning to expand its enforcement efforts as of October 1, 2001. This expansion will include many of the original Law Enforcement Departments plus an additional 16 counties that have been identified as having higher than average alcohol-related crashes. The criterion also was based on the population of the particular county and a location of a college or university. Once completely in force, DUI: Taskforce Indiana will cover approximately 67 percent of the State's population. An alcohol assessment is also planned for the 1st quarter of the new fiscal year.

The Governor's Council on Impaired & Dangerous Driving – a division of the Indiana Criminal Justice Institute

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Indiana's Crime vs. Crash clock



CRIME CLOCK		TRAFFIC SAFETY CLOCK
I Murder	Every 22.4 hours	
	Every 8.6 hours	I Fatality
	Every 57.9 minutes	I Alcohol-Related Crash
I Violent Crime	Every 23.6 minutes	
I Burglary	Every 12.4 minutes	
	Every 7.2 minutes	I Person Injured
	Every 3.1 minutes	I Property-Damage Crash
I Property Crime	Every 2.6 minutes	
	Every 2.4 minutes	I Crash



**Governor's Council on
Impaired & Dangerous Driving**



01-ANN-12